65—

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly Vol. 7 No. 2

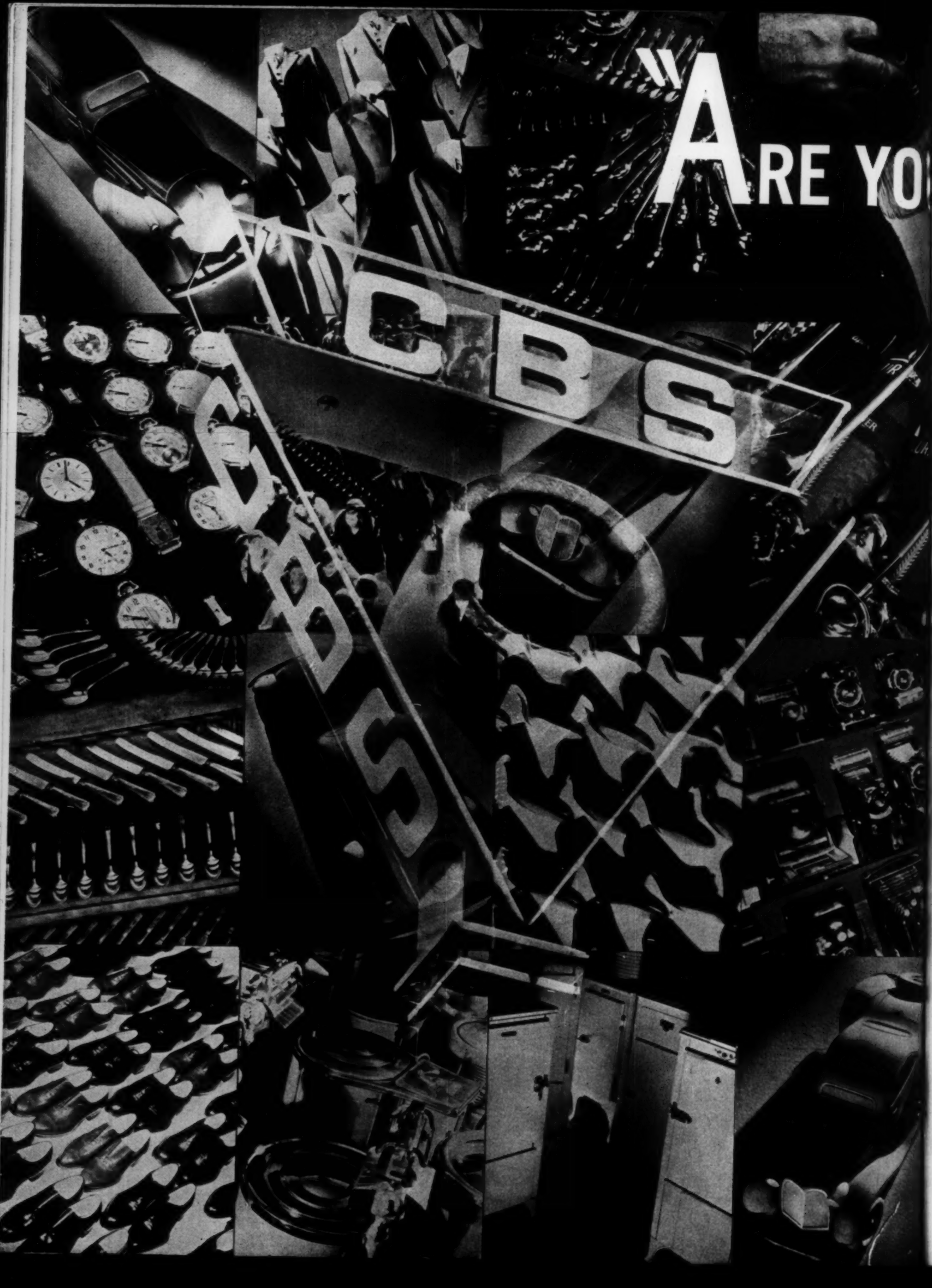
Canada and Foreign $4.00 the Year

WASHINGTON, D. C.
JULY 15, 1934
$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY
JUL 16 1934

DOING THE REAL JOB!
L.B. Wilson
SOUND BUSINESS POLICY
WCKY
Cincinnati

"ARE YO



SHOOTING AT THE MOON?

I can't answer your question. And I don't know who can..." said one manufacturer when Columbia's Research Department began spade-work on a new commodity study by income levels, more than ten months ago.

THE question was specific. In a detailed questionnaire sent to 500 manufacturers, distributors and dealers of "high-priced" merchandise, it asked in essence: Who buys your goods? How much goes to families, stretching a $2,000-a-year income? How much to cook-and-butler establishments? What, in other words, is your market *by income levels?*

Scarcely half a dozen firms had this information on hand. Yet 483 of the 500 firms to whom we wrote, replied...and even the manufacturer who wondered if we were "shooting at the moon" wrote at length and feelingly of the *value* of such data, *if* he could get it.

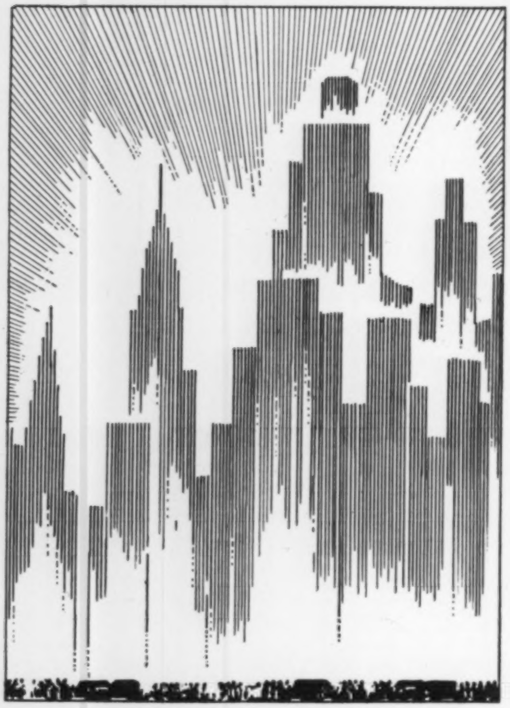
> *"It would key our judgment... in appointing dealers, in the physical location of our retail outlets, in the kind of advertising copy we use and in the choice of media to carry that copy.*

The ultimate production of the new study was made possible only by the cooperation of more than 190 firms who were able to set to work at once compiling actual sales data for us. One manufacturer who operated a chain of retail stores conducted a six-month retail survey of his sales. An insurance company tabulated over $100,000,000 worth of life-insurance policies.

The final data, combined for each of 12 major industries, are presented for the first time, under the title: MARKETS IN RADIO HOMES *By Income Levels and Price Levels.* They have been correlated with the findings of Columbia's earlier: VERTICAL STUDY OF RADIO OWNERSHIP *By Income Levels.* The result is an exact analysis of radio's coverage of *individual* markets for "high-priced" commodities. Copies of the new study will be mailed on request (to the limit of the edition).

THE COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE, NEW YORK • WIckersham 2-2000

ADMINISTRATIVE OFFICES: NEW YORK, CHICAGO, DETROIT, WASHINGTON, LOS ANGELES, PHILADELPHIA, LONDON, (ENGLAND)



WMCA

RADIO IN THE NEW YORK MANNER FOR NEW YORKERS

WMCA is the *only* major New York station designed and operated to appeal *exclusively* to the twelve million population of New York City and its suburbs . . . that *can* and *does* localize its programs to meet the preferences of New Yorkers.

● This is why WMCA is known as the one station over which *all* New Yorkers can get the midday and closing stock market reports! Where they get the local news every afternoon direct from one of New York's greatest newspapers! Where they hear the leading sporting events and other current events regularly and consistently! Where they get not only fascinating entertainment, but programs keyed to their local interests!

● New Yorkers have the WMCA listening habit—and *they do have it*—as the experience of advertisers testifies. Yet the rate is *less than half* of that of any other major station in the New York Area.

● The Lowest Per Potential Listener Cost of All Stations In the United States.

FEDERAL BROADCASTING CORPORATION

1697 *Broadway* **WMCA** *Columbus* 5-5660

NEW YORK

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BROADCASTING
and
Broadcast Advertising

VOL. 7 No. 2 WASHINGTON, D. C., JULY 15, 1934 $3.00 PER YEAR—15c A COPY

Trade Commission Cites Ten Radio Users

Special Board to Conduct Hearings on Advertising Claims; Only Small Part of Broadcast Ads Held Improper

Mr. Adams

AS THE FIRST step in its campaign to eliminate false and misleading advertising from the air, the Federal Trade Commission has scheduled preliminary hearings at which ten radio advertisers will be called upon to justify claims made in their announcements, or, failing in that, to agree to discontinue voluntarily the use of such advertising methods. The hearings, scheduled to begin July 16 at the Trade Commission's offices in Washington, are docketed for ten successive business days, Saturdays and Sundays excluded.

Called by the commission's Special Board of Investigation, to which the task of scrutinizing radio advertising continuities has been delegated, the hearings are the forerunners of numerous others which probably will be scheduled indefinitely from now on. The continuities of these ten advertisers, adjudged as falling within the category of "false and misleading" advertisements, were culled from the first batch submitted to the special board in line with the commission's newly adopted policy of surveying radio advertising along with advertising in other media.

Stations Not Involved

E. J. ADAMS, chairman of the Special Board, explained that in the preliminary stages the names of the advertisers are not divulged. The hearings are held behind closed doors and the nature of the alleged advertising transgressions are not disclosed. For the most part, it was learned, the advertisers cited are manufacturers of proprietary and patent medicines. Stations and advertising agencies which handled the particular programs are not made respondents by the commission in these initial deliberations.

In virtually every case thus far cited the advertisers used local stations along the eastern seaboard. The Special Board has not yet had the opportunity to examine continuities from advertisers, transcription producers and stations in the interior of the country or on the west coast.

The continuities are being examined by Chairman Adams, Clyde M. Hadley and W. F. Davidson, members of the Special Board. Only a small percentage of the continuities, Chairman Adams said, have been singled out as improper, and it is expected that the proportion will decline as the commission acts to bring about voluntary elimination of the objectionable matter.

Raps Wild Claims

"CONSIDERABLE portions of the continuities for certain advertised commodities over local stations contain obviously false and misleading statements," Mr. Adams declared. "The advertisers seem to be going wild in their claims, using language that they could not possibly get into the better newspapers and magazines.

"It is too early, as yet, to appraise the radio advertising situation. It appears, however, that many advertisers who have been barred from the newspapers because of activities of the Trade Commission in its earlier days, have resorted to the radio, which has never been subjected to supervision of advertising claims.

"When the small percentage of advertisers who have been flaunting the law realize that they cannot continue mulcting the public with their extravagant and false claims, the situation should clear up rapidly. Radio stations which have accepted such border-line accounts because they needed the revenue, and because the advertisers refused to temper their statements, will be placed in a better position, for they will be able to cite the Trade Commission's actions against fraudulent advertising. Moreover, they will know that their station competitors cannot properly accept those same accounts.

"By broadcasting truthful advertising, stations will instill new confidence in their audiences and thereby give prestige to and promote their own businesses. If false and misleading advertising is permitted to run rampant over the ether, the result will be loss of stability to the industry and ultimate destruction."

Plan of Procedure

IN THE TEN cases cited, the Special Board filed with the commission itself applications for the issuance of complaints against the advertisers. Under commission procedure, however, the preliminary hearings have been scheduled, at which the advertisers are permitted to verify or justify the statements and claims made in the advertising. They are also called upon to supply samples of the product so advertised, which is sent to the Pure Food and Drug Administration of the Department of Agriculture for determination as to whether the product justifies the advertising claims.

ROOSEVELT'S RADIO REVIEWERS—How the President spends his day and intimate glimpses of White House activities were described July 6 over an NBC-WJZ network (with WOR added) by two of his secretaries, Col. Marvin H. McIntyre, left, and Stephen T. Early, the latter in charge of radio and press relations. Col. McIntyre was interviewed by Martin Codel, publisher of "Broadcasting," and Mr. Early was interviewed by George R. Holmes, chief of the Washington Bureau of the International News Service.

Should the advertiser fail to justify the advertising claims, he has the option of entering into a stipulation with the commission under which he agrees to discontinue the use of the language in question and of any other representations which the commission construes as false or misleading. The commission, under the new procedure adopted a year ago, then makes public the stipulation in which it gives the name of the parties agreeing to it, including the advertiser and the station or stations over which the questioned advertising matter had been broadcast.

Industry Cooperating

MANY of the stipulations entered into in the past have been consummated by correspondence and without the necessity of hearings by the commission, Chairman Adams said. The commission, he declared, endeavors to achieve the desired result by arbitration rather than through litigation and does not like to impose any undue hardship upon advertisers.

Should the advertiser fail to appear for the preliminary hearing, or attempt to negotiate an agreement by correspondence, the commission automatically issues a complaint and takes steps to bring about formal prosecution of the advertiser and other parties which may be involved before the commission.

Stations, networks and transcription producers have been cooperating admirably with the commission in submitting their continuities covering products sold in interstate commerce, it was stated both by Mr. Adams and Mr. Hadley. They were called upon to submit all such continuities used in interstate commerce effective as of July 1 at stated intervals. A few complaints were received from local stations, it was declared, on the ground that the order forced them to hire extra typists to copy the continuities, but these have been cleared up through correspondence.

For a number of years the commission has been engaged in checking advertising in periodicals, with effective results. Last May it decided to enlarge the scope of its advertising survey to embrace radio advertising and delegated the

(*Continued on page* 38)

Campbell Soup Co. Plans CBS Drive

Leading Lady to Be Picked In National Contest

USING a nation-wide contest to find a leading lady as a build-up for the campaign, Campbell Soup Co., Camden, N. J., will inaugurate a weekly series of one-hour programs over one of the most extensive CBS networks in history in the fall. Under the title of "Hollywood Hotel," the shows will be heard Fridays from 9:30 to 10:30, New York time. Julian Fields, CBS production manager, and Ralph Wonders, head of the Columbia Artists Bureau, have returned from Hollywood where they arranged for talent.

Publicity on the contest was released throughout the country simultaneously on July 9. One audition was held July 12, and others will be held July 16 and 19, by all 86 member stations of the network to select a candidate with singing and dramatic ability to play opposite Dick Powell in a series of scripts which are being written by J. P. McEvoy, author of "Daddy and Rollo," and other radio successes.

Regional Contests

SUCCESSFUL aspirants from each station city will be entered in regional contests (with expenses paid) to be held in New York, Chicago, San Francisco, Boston, Pittsburgh, Washington, Seattle, Denver, Dallas, Atlanta, St. Louis and Montreal. The regional audition winners will be heard in New York, over WABC, in the finals.

Publicity directors of the member stations have selected judges from prominent persons in their cities to sit with the manager in selecting local and regional winners. The board for the final audition has not yet been announced.

The contest seeks to take advantage of two factors which have long been noted in radio, one having been a serious problem to stations managements, and the other more or less a reproach to the showmanship of the industry. First, thousands of amateur theatre performers, singers of local repute, and girls who just think they could make a success on the air "if they only had the chance" all storm radio stations in great numbers.

Second, it has often been said that while radio has taken performers, some well known and others less known, from the theatre and the movies and has built them up to much greater proportions, it has not yet produced a single dramatic performer peculiar to radio whose name has become a household word. It is the hope of the sponsors that the winner of the contest may fill this role.

The role is that of a hat check girl who rises to fame through her singing in the floor show of "Hollywood Hotel." Also in the talent line-up, in addition to Dick Powell, who will be master of ceremonies, are Ted Fiorito and his orchestra, William O'Neal, El Brendel, Muzzy Marcellino and Louella Parsons, Hearst movie writer.

The F. Wallis Armstrong Co., Philadelphia, is advertising agent for the sponsor. New York arrangements are being handled by H. Elliott Stuckel, in charge of promotion at CBS.

Crooners, Beware!

A VIOLENT dislike for radio crooners that had grown with the years reached such proportions in the mind of Angelo Fabbroio, a Baltimore barber, in New York July 8 that he attempted to wreak his vengeance on Joseph Cassidy, a singer on WAAT, Jersey City, claiming that he was singing "Angelo" to the tune of "Tony's Wife." Before he was led from the studio he invaded during the midst of a program, he inflicted slight knife wounds on Harold McNamara, a crooner.

NBC, Petry Deny Report of Merger

Mr. Petry

PUBLISHED reports that NBC had negotiated for the purchase of Edward Petry & Co., radio station representatives, were denied by officials of both organizations as erroneous and totally without foundation.

Henry I. Christal, vice president and partner in the Petry company, called BROADCASTING by long distance telephone July 9 to refute the report. He said he had no knowledge of any such negotiations and that the story was entirely without foundation.

Officials of NBC, on July 12, also denied the report. The story was to the effect that NBC officials had conferred with Edward Petry regarding purchase of the organization and that the latter had asked $500,000 in cash and a five-year contract under which he would draw $50,000 a year. NBC, alleged the report, countered with an offer of $100,000 in cash and $25,000 a year for Mr. Petry.

Housing Administrator Plans Wide Use of Radio In Renovizing Campaign

WIDESPREAD use of radio in the campaign of the Federal Housing Corporation to promote the renovation of homes by home-owners through use of federal funds in underwriting loans was predicted July 12 by James A. Moffett, administrator of the corporation, at a press conference in the White House.

While plans have not yet been crystallized, Mr. Moffett, formerly vice president of the Standard Oil Co. of California, declared he hoped to have the advertising campaign under way within 30 days. The corporation recently was allocated $1,000,000 by the Public Works Administration to begin its work, a portion of which can be expended for advertising. The campaign also includes periodical advertising.

Whether there will be a specific allocation for purchase of radio time has not yet been determined. It is probable that the corporation will call upon various industries, such as radiator manufacturers, paint companies, construction companies and the like, to assist in the advertising campaign. A plan may be worked out whereby they will contribute to the purchase of radio time, to be placed by the corporation, since in the final analysis they will be the beneficiaries through sale of their products. An advertising agency probably will be retained for the campaign.

Other advertisers already contracted for radio time may be asked to devote their programs to the Housing Corporation drive. Definite allocations will await the complete organization of the corporation.

Radio Editors Meet

COINCIDENT with the NAB annual convention in Cincinnati Sept. 16-19, the Radio Editors Association will hold one of its periodic meetings, according to word received from Darrell Martin, radio editor of the *Pittsburgh Post-Gazette* and secretary of the association.

ABS is Contacting Mid-West Stations

Weber Returns From Tour; WIP Philadelphia Outlet

PRESSING forward with its plans to have a "complete basic chain" in operation by next month, American Broadcasting System is negotiating with numerous stations in major market territories, but it not yet ready to announce the nature of the facilities to be offered regional or group advertisers.

George B. Storer, president of ABS, declared July 10 that as soon as plans are perfected he will make a formal announcement defining the scope of the new network's operation. Late last month ABS issued a brochure in which it stated that the projected chain will cover 50 per cent of the entire listening audience of the country at a cost far below anything ever before attempted in radio. (See July 1 issue of BROADCASTING.)

Fred Weber, who last month joined ABS as vice president in charge of operations and station relations, returned to New York July 9 following a trip through the middle west during which he contacted stations and agencies on proposed extensions of the new network. In Chicago, it is understood, he contacted both WGN and WCFL as possible ABS outlets.

In addition to the original list of seven stations which have been broadcasting and interchanging sustaining features as affiliates of ABS, WIP, Philadelphia, has joined the project. WPEN has been the Philadelphia outlet heretofore. Other stations now aligned with ABS are WMCA, New York, key; WPRO, Providence; WOL, Washington; WDEL, Wilmington; WCBM, Baltimore, and WTNJ, Trenton.

Home Building Campaign

AN INTENSIVE national radio campaign may shortly be undertaken under the auspices of the U. S. Building & Loan League, 104 South Michigan Ave., Chicago, through the J. Walter Thompson Co. That agency is now conducting a survey of the home building field to determine what shall be the keynote of the advertising campaign, which will be underwritten by building and loan associations throughout the country to stimulate interest in home building and repair in connection with the recent federal housing legislation.

WLW Rates Up 10%

A TEN per cent increase in rates, effective July 1, has been announced by WLW, Cincinnati, now broadcasting under special authority with 500,000 watts power. The new one-hour rate after 6 p. m. is quoted at $1,090 as against the former rate of $990. The new half-hour night rate is $726 and the quarter-hour rate $484. Day rates are 50 per cent of the night rates.

FATHER Guiseppe Gianfranchesсhi, 59, director of the Vatican's short wave and ultra-short wave radio stations and an outstanding radio scientist, died July 9 in Rome from a cancer of the stomach.

Network Revenues, First Half of 1934

BOTH national networks ended the first half of 1934 with new records in the matter of time sales, though not in the same classifications. For CBS, it was the biggest half year in history, total sales of $7,872,000 being about 2 per cent above the previous high set in 1932. For NBC, the month just ended was the best June recorded to date, being about 9 per cent ahead of the same month in 1932 and 44 per cent ahead of June, 1933.

CBS registered a 67 per cent increase over the total income for the first half of 1933, while NBC's increase was 35 per cent. In the case of CBS, June this year showed a drop of 26 per cent from the previous month, while NBC's gross decreased 12 per cent. The figures by months with comparisons for the same period of 1933 follow:

1934	NBC-WEAF	NBC-WJZ	CBS
January	$1,300,708	$988,503	$1,405,948
February	1,197,483	902,866	1,387,823
March	1,367,747	1,028,552	1,524,904
April	1,346,633	924,623	1,371,601
May	1,435,648	928,734	1,255,887
June	*2,177,857		925,939
1933			
January	1,031,373	752,052	941,465
February	908,531	744,209	884,977
March	1,028,935	859,562	1,016,102
April	809,508	783,898	775,487
May	816,665	761,231	624,256
June	824,155	609,830	553,056

* *Total for combined networks available only.*

Radio Status Quo As FCC Convenes

Spearman Is Appointed General Counsel, Pettey Secretary; Old Commission Staff Retained Pending Organization

By SOL TAISHOFF

VOTING unanimously to retain the status quo insofar as broadcasting regulation is concerned, and with the apparent intention of moving cautiously in revising methods of federal regulation of radio, telephones, telegraphs and cables, the Federal Communications Commission held its first meeting July 11, with all seven members present.

Immediately after the members were sworn into office, they selected Paul D. P. Spearman, of Mississippi, well known radio attorney and former assistant general counsel of the Radio Commission, as general counsel, and Herbert L. Pettey, secretary of the Radio Commission, as secretary of the new agency. All other employes of the Radio Commission were placed on the temporary rolls for 60 days in their present capacities, pending later detailed organization of the FCC. Involved are 116 employes in Washington and 120 in the field. It is estimated that the force will have to be trebled in all departments to carry out the enlarged functions of the FCC.

With the swearing in of the new commission, the Radio Commission officially passed out of existence. Following the organization meeting, the new commissioners, individually and collectively, were photographed from every angle by Washington's press photographer's squad. Then there was a press conference with about 50 newspapermen, presided over by Chairman E. O. Sykes. Afterward, the FCC adjourned, to convene again July 17, at which time it will proceed with its organization activities.

Radio Rules Kept in Force

AS TO REGULATION of broadcasting, the FCC voted to continue in force all existing rules and regulations and allocations. Answering questions of newsmen, Judge Sykes said that all matters of regulation must await the formation of the FCC into divisions. Asked specifically about the possibility of a broadcasting station reallocation, he said any statement at this time would be premature.

No consideration has yet been given as to the number of divisions or their personnel, Judge Sykes declared. As chairman of the Commission, he will serve as an ex officio member of all divisions. Because of the logical manner in which the FCC jurisdiction divides itself, it is considered probable that there will be three divisions—broadcasting and allied radio activities, telephone and record communications.

Brown Likely Radio Head

COL. THAD H. BROWN, vice chairman of the old Radio Commission and a member of the FCC, is regarded as a certain selection for the broadcasting or radio division, probably as the presiding member with the designation of vice chairman. The second regular member of this division, which will function more or less as did the old Commission as to broadcasting matters, is problematical. Dr. Irvin Stewart, former radio specialist of the State Department, is a probable choice, but his expert knowledge of foreign communications may bring about his selection for the telephone or record communication division. Hampson Gary, Texas Democrat, and the one-year appointee also is talked about for this assignment. Rep. Anning S. Prall, of New York, is expected to assume this post next January, when he is slated to become an FCC member.

Appointment of Dr. C. B. Jolliffe, chief engineer of the Radio Commission, to a similar capacity on the FCC, is regarded as a foregone certainty. Why this was not done at the July 11 meeting was a mystery. The Commission likewise will name the directors of the various divisions and the three assistants general counsel and assistant chief engineers at a subsequent meeting.

The list of candidates for the various higher salaried posts has grown in leaps and bounds during the last fortnight, because all of the jobs are regarded as political plums, paying from $7,000 upward. Due to patronage practices of the administration, political endorsements are being considered along with the technical qualifications of the candidates. It seems that almost every Senator and nearly every member of Congress has one or more candidates for some job or other with the FCC.

Indications are that except for the continued regulation of radio largely along present lines, the FCC will serve primarily as a board of inquiry until the next session of Congress convenes in January. Under the Communications Act of 1934, it is specifically instructed to report to Congress by Feb. 1, 1935, as to suggested amendments in the law, which now is essentially a combination of previous laws governing telephones, telegraphs and radio.

Report on Allocations

THE MOST important of these investigatory tasks, from the radio standpoint, is that of reporting to Congress whether the FCC favors any of the several proposals for allocation of fixed percentages of facilities to non-profit religious, educational and similar organizations. This was inserted in the Communications Act as a sop to the religious and educational cliques which have been clamoring for facilities of their own.

Of little less importance to radio, however, will be the tack taken by the FCC in connection with telephone rates, particularly long line radio charges, which broadcasters have consistently held to be exorbitant. The Communications Act specifically instructs the FCC to conduct an exhaustive fact-finding inquiry into the telephone structure, notably that of the American Telephone & Telegraph Co.

Expected to bear the brunt of the FCC's telephone functions, at the outset at least, is Commissioner Paul A. Walker, of Oklahoma, who came to Washington from the chairmanship of the Oklahoma Corporation Commission. A militant advocate of adequate rate regulation of telephone utilities, he is regarded as the likely selection for the vice chairmanship of the telephone division.

At first blush, all of the new commissioners made a favorable impression. Assignment of executive duties to the individual commissioners, in addition to their divisional functions, will be undertaken following the appointments of divisions, it was indicated. Commissioners will be designated for supervisory authority over particular divisions, such as legal, engineering, field, press contact, and the like, as was the old Radio Commission.

Carry Over Old Duties

TO CLEAR UP any misunderstanding about the status of cases which were pending before the Radio Commission, the FCC at its initial meeting adopted a resolution calling attention to the fact that all business heretofore pending before the old agency is taken over by the new. The formal announcement was:

> **"Attention is invited of all persons, firms, companies or corporations, who are licensees, permittees or who may be otherwise affected by any order, determination, rule, regulation, permit, contract, license, or privilege which has been made or granted by the Interstate Commerce Commission, Federal Radio Commission or the Postmaster General under any provision of law repealed or amended by the Communications Act of 1934, approved June 19, 1934, which are in effect at the time said act becomes effective, that they are, by Section 604 of said Communica-**

(*Continued on page* 30)

Photo by Harris & Ewing

FFC HOLDS FIRST MEETING—Seated, left to right: George Henry Payne, Republican, two-year term; Dr. Irvin Stewart, Democrat, three years; Col. Thad H. Brown, Republican, six years; Chairman Eugene O. Sykes, Democrat, seven years; Paul A. Walker, Democrat, five years; Norman S. Case, Republican, four years; Hampson Gary, Democrat, one year. Standing, left to right: Paul D. P. Spearman, general counsel; Herbert L. Pettey, secretary; Dr. C. B. Jolliffe, chief engineer.

NBC Disk Service Purpose Explained

Net Aims to Help Stations Sell Local Advertisers

By LLOYD C. EGNER

Manager, Electrical Transcriptions National Broadcasting Company

Mr. Egner

ONE of the controlling reasons why the National Broadcasting Company entered the electrical transcription field was to make available to stations associated with it our extensive programming resources to help in the sale of their facilities to local advertisers. We have during the last three months interviewed and corresponded with nearly 100 stations in a position to know local program requirements. The information so obtained has been carefully studied and is the basis of the "NBC Syndicated Recorded Program Service" just announced. It can, therefore, be said that this service has been designed to meet the station's problems.

Mr. Chase

The programs are prepared and supervised by the NBC program department. Frank Chase, writer and producer of many popular network shows is now devoting his entire time to the production of recorded programs and will, with the cooperation of our entire program department, insure that the entertainment value of our syndicated programs will add to the prestige of the stations broadcasting the service.

Features of Service

THE MECHANICAL quality of the recording is of the present high order achieved on the new RCA Victor recording system, which has received considerable praise from radio stations for its lifelike reproducing quality and freedom from the surface noise which detracted so much from earlier recordings. Our syndicated program service will have the following features:

Each program series (they will be released in series of 13, 26 or 52 15-minute units) will be as completely programmed as if it were to be for a network client. In other words they will be designed to sell a sponsor's product or service.

While each program will contain announcements appropriate to the program material, these will in no way conflict with local announcements for which approximately two minutes will be allowed in each 15-minute unit.

Many of the series will be designed to permit the use of two or more units in a single broadcast in order to accomplish a half hour or longer broadcast.

No program may be broadcast more than once by the same station and the service will be exclusive within the primary trading area of the station using it.

The programs will be sold to stations on a flat price basis for each series and at a cost low enough to make them attractive to local sponsors. They may also be used by the stations as sustaining programs.

Sponsors to Have Choice

IT IS PLANNED to have several series currently available at all times so as to give sponsors a choice of programs.

Samples have been sent to the stations of the first series entitled "Moments of Melody," which is a bright musical show of selections by Victor Herbert, Romberg, Mendelssohn, Dvorak and other foremost composers of the traditional folk music of the world. The music was especially arranged by Frank Blake and the recorded announcements are by Alwyn Bach.

Several other series are now in preparation and will be announced shortly.

PURE OIL Co., Chicago, on July 5 started "Pure Oil Revels," a weekly half hour variety show on WSM, Nashville, Thursday nights, 26 weeks.

Carpenter Goes to WHK; Howlett to Watch Tower

Mr. Carpenter

HARRY K. CARPENTER, since 1928 general manager of WPTF, Raleigh, N. C., has been appointed manager of WHK, Cleveland, effective July 23, succeeding M. A. Howlett, president and general manager of the station. Mr. Howlett will return to his former work with the Watch Tower Society, headed by Judge Rutherford, and will make his headquarters in New York. He had headed WHK for eight years. Control of WHK along with WAIU, Columbus, about a year ago passed from Mr. Howlett and his two brothers to the *Cleveland Plain-Dealer*.

Mr. Carpenter was formerly manager of WEAR and WTAM, Cleveland, and has been closely identified with activities of the NAB. He came into radio in 1926 from the Goodyear Tire & Rubber Co., Akron, which formerly operated WEAR.

CBS Defends Radio From Accusations That Advertisers Dominate Programs

Seventy Per Cent of Network's Time Non-Commercial; Explains Attitude on Educational Broadcasts

UNDER the title *Sixteen Hours a Day*, the CBS sales promotion department has issued an analysis of the manner in which the network's time was utilized in 1933; and, although the booklet is intended primarily as an exposition of facts, it contains a number of statements which are pertinent to some of the frequent criticisms of broadcasting.

Without specifically addressing the advocates of government operated radio, who allege that U. S. broadcasting is dominated by advertisers, it is brought out that 70 per cent of the network's annual program time is devoted to non-commercial features.

The following quotations are particularly relevant to the agitation for operation of radio stations exclusively by educational and religious institutions: Columbia "prefers not to duplicate or compete with the work of the university, laboratory, lecture platform or classroom, but rather to supplement these established and existing mediums. The very concept of this policy, necessitated by the use of a new medium, demands a more dramatic viewpoint in the educational approach.

"Characters of history must live again. Science must be heard not as abstract phenomena, but as an answer to the daily needs of the average man as he goes about his tasks. Classic literature must be presented as living expression of today's thought in yesterday's imagery. Geography must be not a mere description, but an actual experience of the world. Finally, these programs must have for the listener such dramatic meaning in his own life, such an apparent application to his problems, that he listens to them as avidly as to entertainment. Indeed, the height of achievement in creating educational programs may be regarded as reached when they are not readily distinguished by the listener from entertainment of fine quality."

That educational institutions as such did not consider themselves qualified to attempt to render this service is indicated by the fact, recalled in this publication, that in 1930 CBS "made a six months offer to educational institutions throughout the country to give its broadcasting facilities free to any established and qualified group prepared to present a well-conceived series of broadcasts designed for the classrooms of the nation. This offer was not accepted." The network's answer to the problem was the "American School of the Air."

Classical Music 23 Per Cent

APPROXIMATELY 80 per cent of the network's programs are devoted to music, and half of this music can be classified as serious. According to a breakdown of the network's musical broadcasts (not contained in the booklet), 23 per cent of the total air time is now devoted to classical music. It will be noted that the two figures do not necessarily conflict, as one relates to "serious" music in 1933, and the other to "classical" music now on the air.

The figure of 23 per cent represents an increase of 284 per cent over five years ago, when this type of program accounted for only 6 per cent. Howard Barlow conducts five hours of symphonic music each week, the Detroit Symphony Orchestra is on the air four hours, and the Philadelphia Orchestra two hours.

Regarding the quality of commercial broadcasts and the public's acceptance of them, the study *Sixteen Hours a Day* says these "averaged 4¾ hours daily on the Columbia System during 1933. . . . Not all of this entertainment suits the taste of all hearers; it must, however, be pleasing to a great many of them, or the sponsor would find his programs unprofitable."

Dill's Choice Is Not To Run for Senate

Still Undecided on Whether To Start News Service

ANNOUNCEMENT was made in Seattle July 11 by Senator C. C. Dill (D.), of Washington, co-author of the Communications Act of 1934, that he would not be a candidate for reelection this fall.

Senator Dill repeatedly had told his friends and associates that he probably would not run again, but he said he would hold in abeyance his final decision until after Congress adjourned. In June he informed BROADCASTING that if he decided to retire from public life, he might organize a nation-wide radio press association to furnish news to broadcasting stations.

Whether Senator Dill still intends to organize a radio press association could not be immediately ascertained. He is a former newspaper reporter and for several years has been giving serious thought to such an organization. More recently he has stated that he was not in sympathy with the existing press-radio "program" whereby two 5-minute news flash periods are furnished by the press associations to stations and networks daily.

Another possibility, should Senator Dill forego the radio press idea, is that he will be appointed next year to a place on the Federal Communications Commission, He vigorously denied that he was a candidate for any federal post when asked about such a report recently, declaring then that if he desired to remain in public life he would seek reelection to the Senate.

In his statement announcing his decision to retire from public office, Senator Dill said: "I am tired of public life. I want to live more in Washington state and less in Washington, D. C."

KOA Dedicates 50 Kw.

KOA, Denver, is the newest 50,000-watt station to go on the air, dedicating its new transmitter July 7 with a 90-minute program over a nation-wide NBC-WEAF hookup. KOA was one of the original stations to secure 50 kw. in the high power grants of the Radio Commission. Its new transmitter is housed in a modern structure 12 miles east of Denver. Speakers on its dedication program were M. H. Aylesworth, NBC president, a former Denver resident, and Gerard Swope, president of General Electric Co., for which company NBC operates the station.

WTAR Joins the NBC

WTAR, Norfolk, Va., severed its connection with CBS and joined the Southeastern network of NBC with a special inaugural broadcast the night of July 6. It is now listed on NBC rate cards at $190 an hour, $120 a half hour and $74 a quarter hour, with half these rates for day time. The station, managed by Campbell Arnoux, is owned and operated by the Norfolk *Ledger-Dispatch* and *Virginian Pilot*. It is represented nationally by Edward Petry & Co.

JUDGE E. O. SYKES, chairman of the new Federal Communications Commission, will explain its functions in a talk over a CBS network Aug. 3, 9:45-10 p. m., EST.

An Analysis of Markets in Radio Homes

CBS Report Shows Radio Covers the Higher Price Fields Better Than Magazine Groups and More Evenly

LAST YEAR'S CBS publication *The Vertical Study* of income levels in radio-owning homes brought out that manufacturers of commodities whose purchase price limits their market did not know what proportion of their market lay in the respective income classes. For 12 specific industries, and for 20 classes of articles, this information has now been supplied.

Hammering home the message that radio broadcasting offers the advertiser a mass market that is composed of a number of class markets, CBS has issued an analysis of *Markets in Radio Homes, by Income Levels and Price Levels*. This survey extends to higher priced commodities the principles which were applied to convenience goods by Prof. Robert F. Elder, of the Massachusetts Institute of Technology, in 1932.

In Prof. Elder's measurement of radio's effectiveness the "behavioristic" method was employed, and as it applied only to goods frequently replaced, the study was necessarily limited to lower priced commodities. This led to the erroneous idea that CBS, in issuing the study, subscribed to the contention that radio's effectiveness is limited to the field of low-priced articles. In the current study it is stated: "We hope that this report will not raise the opposite assumption because it deals entirely with higher-priced commodities. Or if it does, we hope the two reports will neatly cancel out each other's misinterpretations."

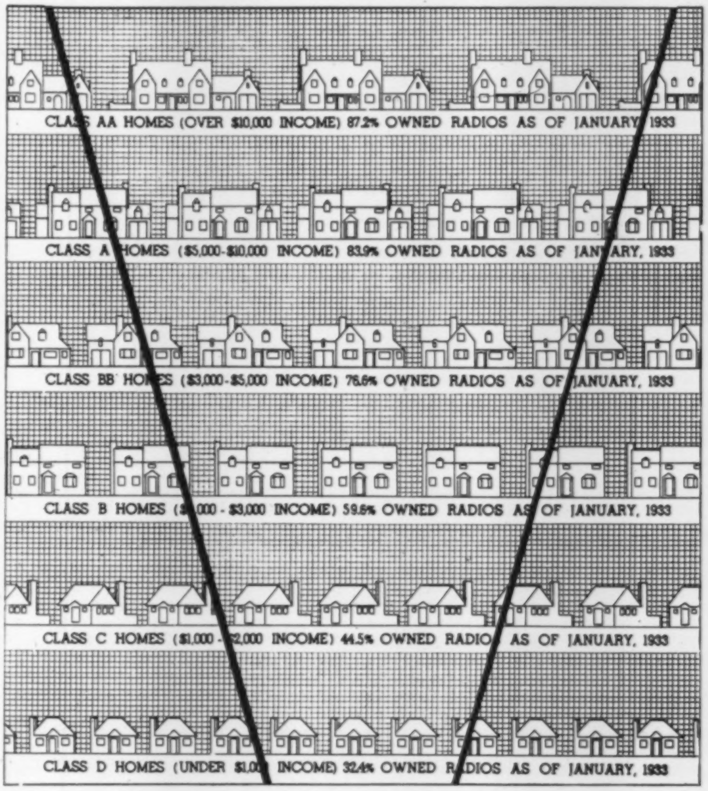
For the first time, analyses are presented of the income levels in which purchasers are found for a number of articles priced from $10 to $10,000. The breakdown by income levels begins with families receiving less than $1,000 annually, and ends with those receiving more than $10,000. Markets for which statistics were obtained are for the following commodities: electric refrigerators, electric washing machines, electric vacuum cleaners, life insurance, sterling silverware, plated silverware, automobiles over $3,000, automobiles between $2,000 and $3,000, automobiles between $1,000 and $2,000, automobiles under $1,000, paints and varnishes, women's shoes over $10, men's shoes over $10, women's shoes under $10, men's shoes under $10, men's suits over $50, men's suits under $50, watches over $25, watches under $25, and cameras.

Classification of Homes

COMPARISON is afforded of a variety of different factors. The basic element of the entire study is the chart showing the division of American homes by income classifications. This shows 2.7 per cent of the population in class AA homes, with an income of more than $10,000 annually, and so on, which can best be set out in the following table:

	Families	*Pct.*
AA (Over $10,000) . .	808,644	2.7
A ($5,000-$10,000) . .	2,591,760	8.7
BB ($3,000-$5,000) .	4,383,695	14.7
B ($2,000-$3,000) . . .	8,709,876	29.1
C ($1,000-$2,000) . . .	8,568,573	28.6
D (Under $1,000) . . .	4,842,915	16.2

Radio Homes Classed by Income Levels



Then, as a result of the superimposition upon these figures of the data obtained from manufacturers and dealers in the current survey, Columbia shows what percentage of the market for a given commodity lies in each income bracket. For example, in the case of the market for women's shoes priced over $10, 59 per cent lies in class AA homes; 26 per cent lies in class A homes, and 15 per cent in homes from class BB to Class D.

Finding Radio Homes

THE NEXT STEP from this is to determine what percentage of the market lies in *radio homes* (as distinct from just *homes* as in the above figures.) This is done by superimposing on the figures just mentioned the percentages of radio ownership in the several income classes. Since 87.2 per cent of class AA homes has radios, the 59 per cent of the market in class AA *homes* becomes 51 per cent of the market in class AA *radio homes;* by applying the corresponding appropriate percentages to the other income grades, it is found that 22 per cent of the market lies in class A radio homes, and 11 per cent in radio-equipped homes in the lower income brackets. The total is 84 per cent—in short, 84 per cent of the entire market for women's shoes priced over $10 lies in radio homes reached by CBS.

The findings set forth above relate to radio alone, and would have a real value for both the broadcaster and the advertiser if there were nothing more than these comparisons for the 20 articles covered by the study. But the survey goes further. It then compares these percentages of coverage by the network with the corresponding percentages for a "typical" weekly magazine, for a typical monthly magazine, and for a combination of 10 class magazines.

Still studying the market for women's shoes, it is found that only 22 per cent is reached by the weekly magazine, 20 per cent by the monthly, and 30 per cent by the class magazines.

An analysis of the table reproduced herewith shows that while the percentages of market coverage by the network range from 84 per cent in the case of high-priced women's shoes and 86 per cent for automobiles over $3,000, down to 60 per cent for electric washing machines, the range in the case of the magazines is infinitely lower—and wider. For the weekly, it extends from 24.5 per cent for automobiles over $3,000 down to 9.6 per cent for electric washing machines; for the monthly from 22 per cent for autos over $3,000 down to 8.5 per cent for washing machines, and for the class magazines, from 37 per cent for the expensive autos down to 5.7 per cent for washing machines, 6.2 per cent for vacuum cleaners, and 6.9 per cent for refrigerators.

It will be seen from the right-hand column of this table that the percentage of radio coverage in each market tends to increase as the price of the commodity increases. This is in harmony with the fact that a higher percentage of class AA homes is radio-equipped than in any other class of home. Another basic trend, and one more vitally interesting to broadcasters and their clients, is that the spread between radio's coverage and magazine coverage widens in the lower priced commodity brackets.

To illustrate the last point: the highest priced automobiles show a spread of three to one, taking radio as 86 per cent, and the average for the three magazine classes only 28 per cent. (The average for these three does not appear in the table.) Then in the case of the washing machines, radio's coverage is 61 per cent, while that of the average among the magazine classifications is less than 8 per cent, leaving a spread of more than seven and a half to one. In the extreme case, that of class magazines, the spread has widened to more than ten to one.

More Even Coverage

IN OTHER WORDS, radio not only covers the highest priced market more effectively than the other media listed, but it also gives a much more even coverage of the entire market than the magazine groups.

Value of the survey's findings to manufacturers and dealers is attested by a quotation from a letter written by the research director of one of the corporations queried for information: "If we could have such information for our industry at large, and if we had corresponding figures for our own sales, we would have for the first time a factual basis for planning our marketing strategies. It would key our judgment all along the line—in appointing dealers, in the physical location of our retail outlets, in the kind of advertising copy that we use, and in the choice of media to carry that copy."

Another reply, from an advertising manager, stated: "We are gathering just the information that you ask for, about our own sales. . . . we expect to redesign our product and key its appearance to the class of people who represent

Coverage of Each Income Class by Media

ADVERTISING MEDIUM	*Class AA*	*Class A*	*Class BB*	*Class B&C*	*Class D*	*Total*
Columbia Network	87.2%	83.9%	76.6%	52.1%	32.4%	56.2%
"Typical" Weekly Mag.	25.6%	21.1%	12.7%	5.3%	2.2%	7.8%
"Typical" Monthly Mag.	23.9%	16.9%	10.1%	5.4%	2.1%	7.0%
10 Class Mag.'s Combined	43.9%	12.4%	4.2%	1.3%	.2%	3.7%

Coverage of Total Market by Media

COMMODITY	"Typical" Weekly Magazine	"Typical" Monthly Magazine	10 Class Magazines Combined	Columbia Network
Women's Shoes Over $10	22.1%	19.8%	29.6%	84.1%
Men's Shoes Over $10	18.6%	16.0%	18.0%	79.9%
Women's Shoes Under $10	12.9%	11.1%	10.4%	64.3%
Men's Shoes Under $10	12.1%	10.5%	9.0%	65.5%
Men's Suits Over $50	21.4%	18.7%	25.4%	83.3%
Men's Suits Under $50	11.2%	9.8%	8.2%	63.3%
Watches Over $25	19.2%	16.4%	19.0%	80.0%
Watches Under $25	11.1%	9.6%	6.4%	64.8%
Sterling Silverware	19.5%	17.0%	21.8%	80.4%
Plated Silverware	12.6%	10.9%	9.2%	67.9%
Automobiles Over $3,000	24.5%	22.3%	37.1%	86.3%
Automobiles $2,000-$3,000	22.6%	20.2%	29.7%	84.6%
Automobiles $1,000-$2,000	15.8%	13.3%	11.5%	76.0%
Automobiles Under $1,000	11.9%	10.1%	7.2%	67.4%
Paints and Varnishes	12.2%	10.3%	7.3%	68.1%
Electric Refrigerators	11.8%	10.2%	6.9%	67.4%
Electric Washing Machines	9.6%	8.5%	5.7%	60.9%
Electric Vacuum Cleaners	10.5%	9.1%	6.2%	63.9%
Cameras (except boxtype)	18.7%	16.8%	23.0%	78.1%
Life Insurance	15.6%	13.6%	14.8%	72.8%

our market *after we find out what class or classes they are.*" (Italics ours.)

An interesting sidelight on the amount of research necessary for the survey, and an indication of the thoroughness with which some of the companies cooperated, is contained in the fact that one insurance company specially tabulated more than $100,000,000 of life insurance policies to determine into what income groups the policy holders fell, and in what proportion.

Basis of Comparison

WITH REFERENCE to the difficulty of arriving at a satisfactory basis for determining circulation in advertising, three important parallels are enunciated:

(1) If "gross circulation" for a magazine be considered as the total numbers of copies printed, then gross circulation for a radio program must be considered the total number of radio sets within reach of the signal which carries it.

(2) If the gross circulation of a magazine is whittled down to "regular subscribers," the only comparable figure for radio broadcasting would be the number of "regular listeners" to the station or network over which it was broadcast.

(3) If the net circulation of a radio program is measured by the number of radio owners who actually listen to it during a given 15-minute period, then the true net circulation of a magazine advertisement must be measured by the number of people who actually read it in a given issue.

Two to One for Radio

FIGURES are then adduced to show that it is possible to arrive at an estimate of the actual net circulation of printed and broadcast advertising messages. It is pointed out that Dr. Gallup found that among magazine readers, the average full page advertisement was actually read, wholly or in part, in about 7 per cent of the total copies delivered. Dr. Starch, in a continuous study of the subject over a period of months, found the figure as low as 4.3 per cent in general monthly magazines, 6.1 per cent in women's magazines, and 8.1 per cent in weekly magazines, for people who read "most or all" of the average full-page ad.

For radio, hundreds of programs have been measured by the coincidental telephone method to determine the actual number of listeners. The average of these hundreds of records shows slightly more than 12 per cent listening, in all the radio homes covered by the station or network. This 12 per cent must be compared with the 6 or 7 per cent for the magazines, giving a differential of about two to one in favor of radio.

Chart for Advertisers

TO CONVERT the coverage data from gross circulation to net circulation, two percentages must be combined. In the case of women's shoes priced over $10, the market is 84 per cent covered by radio; 12 per cent of radio homes will listen to the average program; therefore, 10 per cent of the entire market will be reached by the individual program. For the weekly magazine, the market coverage is 22 per cent; a full page ad will be read in 7 per cent of the copies sold, so the net circulation is 7 per cent of 22 per cent, or 1½ per cent.

Adding greatly to the usefulness of the survey, and making it of interest to a much wider audience, is a section devoted to enabling advertisers whose products are not covered by the survey to obtain the same pertinent data for themselves. Skeleton sets of figures are provided, so that an advertiser who ascertains the proportions of his sales made in different income levels can correlate the two sets of figures, and determine what his coverage and circulation will be for each income level for the four media treated in the survey—weekly, monthly and class magazines, and radio.

Atwater Kent Returning

THE ATWATER KENT Hour, one of commercial radio's first great features, will return in September, according to an announcement July 6 by Batten, Barton, Durstine & Osborn, New York, on behalf of A. Atwater Kent, the radio manufacturer. The program, which went off the air on June 28, 1931, after having presented concert stars every Sunday night since Oct. 4, 1925, with Josef Pasternack's orchestra, will be carried on a big network, possibly NBC-WJZ. The exact time and network lineup have not yet been determined.

Earlier News Time Agreed on in East

Press-Radio Bureau Releases To Go on Air at 6:30 p. m.

EARLIER broadcasting times for news dispatches of the Press-Radio Bureau will go into effect in the Eastern and Central time zones July 16. This development, outlined in the last issue of BROADCASTING, was brought about by the publisher members of the Publishers National Radio Committee.

The fact that the change from 9 p. m. to 6:30 p. m., local station time, was proposed by the spokesmen of the newspapers, and not by those representing radio or the press associations, is considered especially significant in radio circles. As was expected, the broadcasters have agreed to adhere as closely as possible to the new release time, instead of holding up the news until later in the evening. This is understood to be the objective sought by the publishers.

To Avoid Scoops

UNDER the original program, while 9 p. m. was stipulated as the earliest time for release of the service, the networks could not clear time for it until after 11 p. m. In the meantime, independent stations carrying independent news reports were able to scoop those subscribing to Press-Radio service.

Emphasis still is placed on the fact that the arrangement constitutes only a "program," and that even the word "agreement" would be too strong to define the delicate relationship that exists between the broadcasters and the news interests. Despite this delicacy, however, the networks have informally agreed for their part to clear time as soon as contractual obligations permit so that the service can be broadcast on the stations which they own or operate at 6:30 p. m., local time. As the independent stations are represented on the governing committee of the bureau only by the spokesmen for the networks (in the absence of a representative of the NAB), it is presumed that a majority of these stations also agreed to put the service on the air at the earliest available time after 6:30, and to clear the 6:30 period as soon as conflicting contracts expire.

Complicated by DST

DURING the summer, when there is no uniformity of time even in any one state, owing to the haphazard adoption of daylight saving time, it is impossible for the news to be fed to a majority of the stations by network wires. It would be available for New England, for example, where most cities are on daylight saving. But so far as CBS is concerned, it is doubtful whether the New England stations, being members of the Yankee Network, will avail themselves of the opportunity offered. CBS cannot even feed upstate New York, for while Buffalo and Albany have daylight saving, Rochester and Syracuse have not. However, the southern stations in the Eastern time zone will be able to pick their reports off the network wire at 7:30, EDST, when CBS will feed its Dixie Network with the news, from New York.

The vast majority of independent stations taking the service will receive it henceforth by Western Union, members of both NBC and CBS having been grouped according to geography, regardless of network affiliation, and regional distributing points have been set up to reduce the cost of transmission. How many of these points will be needed or the approximate cost to stations in different areas had not been finally determined at the time of going to press.

The Press-Radio Bureau will continue to operate under the slogan of "news service during all broadcasting hours," so that bulletins will be supplied from 6:30, local time, until closing, on any matters of "transcendent importance."

Gimbel's Buy Remaining 50% Interest in WIP

Mr. Gimbel

SALE of the half interest in WIP, Philadelphia, held by the Keystone Broadcasting Corp., was consummated the week of July 9, with Gimbel Brothers, department store, purchasing the Keystone holdings. Gimbel Brothers now owns the station 100 per cent, and has installed Benedict Gimbel, Jr., as general manager and Frank Lamb as executive vice president in charge of operations. The purchase price is understood to have been around $150,000.

Mr. Gimbel, who formerly was manager of WIP, returns to that job as successor to H. Bart McHugh, resigned. Mr. Lamb was formerly Philadelphia assistant to Kenneth Collins, advertising manager of the Gimbel stores and former advertising manager of R. H. Macy & Co., New York. The president of Keystone was Benjamin Golder, former Congressman from Philadelphia.

Paramount's Recordings

THROUGH an arrangement with Paramount Pictures Distributing Corp., World Broadcasting System is making a series of transcriptions of songs, skits and dramatizations from Paramount pictures, which will be available for local sponsorship by theatres showing the movies in WBS station cities. The transcriptions will be made in Hollywood, the first two being drawn from Mae West's "It Ain't No Sin" and Ben Bernie's "Shoot the Works." The programs will be shown in advance of the picture release in the cities concerned.

Chain Restaurant's Spots

JOHN R. THOMPSON Co., Chicago (chain restaurants), sponsoring Quin Ryan, manager and commentator of WGN, Chicago, as the "World's Fair Reporter" over WGN, daily except Sunday at 6:45 p. m., CDST., ran spot advertising in June directing attention to the program from the Chicago station in 17 cities of Illinois, Indiana, Iowa, Ohio, Michigan, Wisconsin, Nebraska, Kentucky and Missouri. Broadcasts come from radio room of the Thompson's Restaurant at the Fair. Mitchell-Faust Advertising Co., Chicago, handled the campaign.

Studebaker Makes Every Penny Count

Auto Manufacturer Carefully Plans Its Radio Programs; Sponsor Provides Dealers With Merchandising Aids

ONE of the oldest automobile manufacturers on the air, Studebaker will become one of the largest in August when it starts a second program on CBS. It already has a weekly half hour on the NBC-WEAF network. The secret of Studebaker's success on the air, according to Mr. Krum, is that all programs have been carefully planned to provide the maximum results in good will and advertising. In addition, the sponsor has flooded dealers with merchandising material and cooperated closely with the agency handling its account.

By MORROW KRUM

Roche, Williams and Cunnyngham, Inc., Chicago

A REVIEW of the long career of the Studebaker Sales Corporation of America in broadcasting brings forth two interesting illustrations of now radio advertising may be successfully coordinated with the retail marketing of a major-expenditure product. Perhaps no other manufacturer of automobiles has employed radio so skilfully.

Studebaker's radio budgets have always been carefully husbanded. Although these expenditures have been generous they have never approached the huge spendings of other advertisers. Yet Studebaker is known today as a prominent and aggressive radio advertiser. In other words, every penny of the radio budget and every minute of the broadcast time has been made to pay a generous dividend.

Agency Cooperation

IN THE FIRST place, it may be said that all of Studebaker's broadcasting has been the result of close cooperation between Studebaker sales executives and executives of Roche, Williams Cunnyngham, Inc., Studebaker's advertising agents. The two men who have had final authority and deep interest in each program are Paul G. Hoffman, Studebaker's president, and John Pierre Roche, the agency's president.

Studebaker's first adventure in radio took place in January, 1929, and, although that may not seem long enough ago to place Studebaker on the list of pioneers, it will be recalled that at that time "nobody wanted Sunday night" and Studebaker was able to pick its own hour on that night. At that time Studebaker was making a determined effort to establish the high performance and unusual stamina of Studebaker automobiles in the public mind. Proving ground and speedway tests, cross-country runs and hill-climbs and all manner of performances were executed by Studebaker engineers; so Studebaker went on the air with the "Studebaker Champions."

The program was designed to be outstanding amid the "band programs" then on the air. It was decided that the orchestra would play popular numbers in a semi-classical manner and that semi-classical numbers would be played in a popular manner. It was a job of rearranging and the man who did most of the arranging, Carroll Huxley, is today one of radio's foremost arrangers.

Success Immediate

"THE STUDEBAKER Champions" were immediately successful. The public liked the music, the vocal numbers, and the plugs were cleverly devised to win favor, rather than tune-outs.

So much for that phase of Studebaker's ether "ad"-venturing.

MR. KRUM

In the fall of 1933 Studebaker prepared to introduce new models. The "Champions" had been off the air. There had been no sustained period with a waiting audience. Yet Studebaker wanted to go on the air and to have an audience waiting for its advertising message.

So Studebaker "got a big bass drum." For five successive nights a 15-minute coast-to-coast network program featuring a sure-fire name act was broadcast. These short programs were in the manner of teasers, leading the public to an hour's broadcast on the sixth night when all of the name acts appeared.

Merchandising Aids

THIS "TEASER" plan was unusually effective. Each of the name acts was big enough to draw an audience and their combined presence on the big program made it a real sell-out. The idea was so successful that it is now a definite part of Studebaker's radio program. Name acts employed on the recent programs include Crosby, Etting, Himber, Smith, Morgan, Gershwin, Downey, Barrymore and Froman.

During the years since 1929 Studebaker has given its dealers excellent support in the matter of merchandising materials, show-window posters, local scripts and transcriptions for "tie-in" programs and liberal local newspaper advertising. Dealers have followed the factory's lead and have used radio aggressively. The results have been most satisfactory and the entire Studebaker dealer organization is thoroughly sold on the use of the air.

Two Pepsodent Features Rivals for Net Audience

AMOS 'N' ANDY'S new early broadcast time, 6:45 p. m., CDST., on an NBC-WJZ network east from Chicago and the southeast supplementals, put them opposite the Pepsodent Co.'s "Goldbergs" on an NBC-WEAF network from July 2 to 12. On July 12 the boys left on their two-months vacation and the Goldbergs went off the air, with Frank Buck taking the vacant spot on an NBC-WJZ network for the Pepsodent Co., of Chicago.

NBC-WJZ network west, south central, southwest, northwest, mountain and Pacific coast stations continued to get the black face comedians at 10 p. m., CDST. Incidentally, the new time for Amos 'n' Andy in Chicago left them without WMAQ as an outlet for the first time since they became Amos 'n' Andy in March, 1928. WMAQ carried the "Goldbergs" and WENR alone was the outlet for Amos 'n' Andy.

"Kidding the Product"

"KIDDING the product has become an accepted way of putting the advertising message over in an entertaining manner," Martin B. Campbell, manager of WFAA, Dallas, told the Dallas Advertising Club July 6. He cited Jack Benny's manner of chiding the commercial blurbs in his former Chevrolet program and in his present General Tire programs, and declared that Ed Wynn's interruptions of Graham McNamee's commercial plugs enhance the interest in the Texaco programs.

WAAF Back on Air

WAAF, Chicago, which was completely burned out along with the plant of its newspaper operator, the *Chicago Drovers Journal*, during the Chicago stockyards fire in May, returned to the air the week of June 25, using a new transmitter atop the Exchange Building and new studios in the Palmer House.

Food Air Feature Costs Store Chain Practically Nothing

Manufacturers Pay for Time; Kitchen Furnished Free

KOIL, Council Bluffs, Omaha, has a 45-minute daily program for which it secures regular rates but which is costing the sponsor, United Food Stores, practically nothing. The program takes the air from a fully equipped electric kitchen in the city's largest department store, and neither the equipment nor space costs either station or sponsor anything.

The time is paid for by United Food Stores, but the store managers secure payment, in turn, from the manufacturers of the products that the United Food Stores handle. It is barely possible, it is said, that during the winter season the United Stores may make money from these makers of the goods it sells.

Store Donates Space

BRANDEIS Department Store furnishes space gratis for the kitchen because of the incidental advertising it secures thereby and because crowds are attracted to the store to witness the broadcasts which go on while meals are prepared in the kitchen. Storz Electric Co., Omaha dealer in General Electric products, furnishes the kitchen, complete, for the incidental advertising it secures. Neither Storz nor Brandeis get direct advertising plugs on the program.

The meals are prepared on the program by a woman member of the staff who was chosen for her practical knowledge of a kitchen and her "showmanship" rather than expert familiarity with home economics. The commercial plugs are not given by the woman, however; they are recited, a dozen or more through the program, by a male announcer. Entertainment is varied, running from instrumental soloists and musical groups to singers.

Attendance at the kitchen averages 500 women a week. To them are given, directly, the recipes the United Food Stores distribute. These recipes are of the meal prepared that day. Listeners can secure these recipes by calling at any one of 109 United Food Stores in Omaha.

Others Eager to Join

WHILE the present program is broadcast from an electric kitchen in a department store, the sponsor manager says he would be willing to take the program if it originated in a studio kitchen. Other electricity concerns and gas companies have offered to equip a kitchen free in a studio or elsewhere, according to John M. Henry, manager of KOIL.

"The kitchen has proved itself worthwhile to the sponsor," said Mr. Henry, "especially in view of his ability to pass along the cost. And operating it is economical to the station. The sponsor pays for the talent, and the woman and man announcer are regular members of the staff. Operating the kitchen has not necessitated increasing our overhead a nickel."

The contract with the United Food Stores is for a year and is for exclusive sponsorship.

Education Is Given Break by Networks

Aylesworth Denies Censorship Rumors in NEA Address

EDUCATION now gets a "50-50 break" over the networks, with one-half of the programs having definite educational value and the other half devoted to entertainment, M. H. Aylesworth, NBC president, told the National Educational Association at its annual convention in Washington, July 3. More than 20 per cent of the programs on the NBC networks, Mr. Aylesworth stated, is definitely educational, while another 30 per cent has educational value.

Declaring that radio is not yet being used to its greatest advantage as an educational medium, Mr. Aylesworth called upon educators to cooperate with broadcasters. The greatest objective of radio and the widest application of its educational potentiality, he said, are in public enlightenment. To accomplish this goal, he added, broadcasters and educators must work together.

U. S. Radio for U. S.

REITERATING the oft-expressed opinion of other public officials who have had opportunity to study broadcasting conditions in Europe, Mr. Aylesworth said that American programs are "unsurpassed in all the world for American purposes." He pointed out that the temper of peoples changes and that their tastes vary. "Every broadcasting system over the world," he declared, "is consciously striving to do the best by its own people, as it sees fit."

Indirectly answering charges that the radio is being censored, Mr. Aylesworth asserted that the "American principle of freedom of speech is in operation."

"During the past year," he declared, "changes have come about in our economic life. Government has had an increasingly important part to play in the life of every citizen. Questions of public policy, such as agriculture and industry not only national, but international in character, have all been defined and debated, as well, on the air.

"The administration policies have been presented by representatives of the federal government. They have also been criticized by members of the opposition as freely as the opposition has wished so to do."

Mr. Aylesworth urged educators to assist radio in its most important task of public enlightenment. "Radio," he said, "can by its ability to reach the people of this nation effectively combat those twin enemies of mankind, ignorance and disease, and it will. We have yet only touched upon the significance of this means of mass communication as a boon to mankind. In America we are making it a means of public enlightenment. We are proud to join forces with this association to make that purpose more certain and secure."

Three other addresses dealing with radio and education were delivered by Florence Hale, of NEA, speaking on radio as an agency for enriching rural life; Dr. Kline M. Koon, radio specialist of the U. S. Office of Education, discussing relations of films and radio to class room instruction, and Tracy F. Tyler, secretary of the National Committee on Education by Radio, discussing radio in the schools.

Douglas F. Storer Joins Rockwell-O'Keefe, Inc.

Mr. Storer

DOUGLAS F. STORER, who organized and directed the radio department of the Blackman Co., New York agency, has joined Rockwell-O'Keefe, Inc., radio program and planning service of New York, as vice president and radio department director. Mr. Storer resigned from the Blackman Co. last March, after having been with it for three years. Previously for ten years he was an account executive with the John Curtis Co., New York agency.

He reorganized and operated WGHP (now WXYZ), Detroit, and WSPD, Toledo, in 1930. During his term with the Blackman Co., that agency was among the first ten in volume of network business. He was also on the radio committee of the AAAA. Rockwell-O'Keefe, besides acting as a booking agent, is also establishing a research and merchandising service to give agencies and advertisers a complete service in the network, transcription and spot radio fields.

KREG, Santa Ana, Cal., is picking up and rebroadcasting the "Morning Sunshine" program conducted on KFOX, Long Beach, by John Henry.

"No. 1 Citizen"

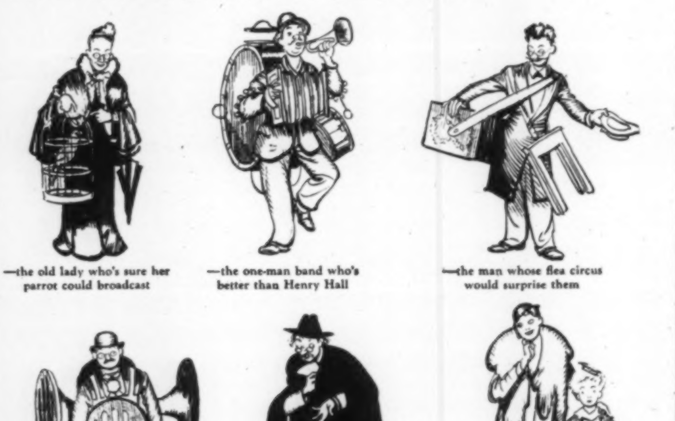
PAT BARRETT, who broadcasts over WLS under the name of Uncle Ezra for Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), as "Station EZRA, the powerful little five watter at Rosedale, Coles County, Illinois," was officially proclaimed No. 1 Citizen of Coles County at the 80th Annual Homecoming at Mattoon, Ill., Friday, July 6. Uncle Ezra shared the spotlight with Governor Henry Horner of Illinois in the festivities of the day. The proclamation bears the seal of the city of Mattoon and is signed by the mayor, city clerk and city attorney. Wade Advertising Agency, Chicago, handles the Uncle Ezra program.

Tatoo Lipstick Tests

A MYSTERY thriller serial enacted in the romantic setting of Egypt and the Red Sea began a test series of twice a week broadcasts on WBBM, Chicago, July 2, under the sponsorship of the J. Leslie Younghusband Interests, Chicago (Tatoo Lipstick). The program, heard Mondays and Fridays at 9:45-10:00 p. m., CDST., was placed thru Phelps-Engel-Phelps Inc., Chicago.

Any Studio's Story Every Day in the Week . . .

The world is full of queer people. For instance, there is—



—the old lady who's sure her parrot could broadcast

—the one-man band who's better than Henry Hall

—the man whose flea circus would surprise them

—the inventor of a new portable set

—the man who wants a chance to prove the earth is flat

—and the proud mother of the infant prodigy

—and of course, they all turn up at Broadcasting House!

From Radio Times, London

Refrigerator Firms Stage Mass Drive, Using Varied Media

Broadcast Stars Take Part; WIP Carries Programs

NATIONALLY known refrigerator companies recently combined in a big sales drive at Gimbel's, Philadelphia department store, in cooperation with WIP. The distributors of Norge, Leonard, Frigidaire, General Electric, Grunow and Electrolux concentrated newspaper, radio and other advertising mediums for one week in an attempt to make Philadelphians generally refrigerator conscious.

Radio stars of national fame, feature length motion pictures, an outstanding author and home economists were billed to attract crowds to the store's auditorium for the daily displays in the belief that they would gather a potential buying audience where the usual recipes and meetings had failed during the past year. Each participant received all the radio and newspaper advertising on a day set aside as "Blank Refrigerator Day." The opening day of the show, however, was advertised as "Gimbel Refrigerator Day" and publicized the entire show and features of the companies represented.

Radio Stars Appear

THE OPENING day, "Norge Day," was featured by a personal appearance of "Molasses and January" of Show Boat fame. Other stars seen and heard on later days included Jack Arthur, Captain Tim Healy, Captain Henry of the Maxwell House Show Boat, Al and Lee Rieser and Phil Cook. Charles Francis Coe, celebrated author and radio personality, was the guest star on "General Electric Day."

The home economists of the respective companies presented interesting and instructive programs featuring delicious recipes and thrifty hot weather menus each day before the stars were presented. General Electric presented Catherine Fisher, director of the Good Housekeeping Institute, in addition to Angela Allen, staff G. E. home economist. On "Electrolux Day," a dramatic skit titled "Cooking with Coal" was enacted by two members of the Home Service staff. Free food samples, booklets, contests, and prizes were also offered each day.

All Features Broadcast

APPROXIMATELY one-half page was used in all metropolitan papers daily, and all features were broadcast over WIP, operated by Gimbel's.

All refrigerator sale had fallen off during May and June and so something entirely different and powerful in appeal was deemed necessary to create a desire for refrigerator ownership. The fact that the store refrigerator sales increased on all makes was ample proof that the individual concern profited through this unique mass sales effort.

THE DIALOGUE form, between two and sometimes three announcers, with female voices occasionally employed, is being used by Heidelberg Brewing Co., Covington, Ky. (Student Prince Beer), in its daily announcement series over WCKY, Cincinnati.

Trends in Station Relations With Agencies

By ROY HARLOW
The Yankee Network

Exclusive Representation Appears to Be Gaining Foothold; Study of Station Rates in Relation to Networks Urged

THAT the trend in radio is toward exclusive rather than general station representation, is indicated in this report of the special NAB committee designated to study station relations with agencies. Mr. Harlow, as chairman of the committee, submitted his report to the NAB commercial section meeting held in conjunction with the AFA convention in New York last month. The committee's findings, conclusions and recommendations are of interest to every radio advertiser, agency and station executive.

Mr. Harlow

AT THE MEETING of the NAB commercial committee in Grand Rapids a year ago a resolution was adopted that a committee of three be appointed to study station relations with advertising agencies and special representatives and to report with definite recommendations. This was done because it was felt that there are certain difficulties, differences of opinions or misunderstandings existing between stations, agencies and representatives, —certain matters might be concluded to the mutual advantage of all concerned.

This discussion may be considered as the report of the committee designated to pursue this study. The committee consisted of Arthur Church, KMBC, Kansas City, J. Leslie Fox, WMCA, and myself.

Three Courses of Action

THERE ARE naturally three courses for stations to pursue—exclusive representation; acceptance of contracts from recognized advertising agencies only, eliminating the time broker, or acceptance of contracts from any agency, time broker, representative or anyone else. In this connection it is interesting to summarize station listings as recorded in *Radio Advertising:* 279 list no representative, 200 record the name of one or more representatives, while 14 report they have no representatives.

For the first group no information is available as to whether they accept accounts from all brokers and agencies, only a certain few or none at all. Included in the second group are all stations which list any representative, whether he is a recognized broker or simply an individual engaged exclusively by the station.

Therefore, in the final analysis the figures do little more than indicate the uncertainty of the majority of the stations as to just who to recognize and who to deny; or, perhaps it might be a fairer statement to say that the majority of stations prefer to leave the question wide open in the printed record and to make their decisions as to recognization upon the actual receipt of orders.

Few Do Big Business

WE DARE to go even further and suggest that even the 14 who record definitely no representative would probably pause and consider, before refusing a valuable contract regardless of its origin or their personal opinions or desires in the matter.

Of the 200 stations which list representatives, it is important to note that the total of such firms or individuals representing two or more stations is only 23, the remaining 20 firms or individuals represent only one station each. After eliminating the NBC local sales and the CBS Radio Sales, perhaps only six or seven do any large volume of business, and only three or four are nationally known.

Before drawing any conclusions, let's review some of the early aspects of the broadcast industry which have a direct bearing on present-day conditions. We seem to have forgotten that this business of ours, which literally sprung into being overnight and which today is as much a branch of the entertainment field as the theatre, probably could not list a dozen names of entertainers or theatrical producers who were associated with its earliest history. Similarly, the broadcasting industry, which today is supported by advertising, cannot trace its birth or early struggles to the advertising fraternity through the wildest stretch of imagination.

Agencies Were Cautious

PROBABLY advertising agencies themselves, 10 years ago, would not have claimed either entertainment or engineering experience which would have given them any background for the adequate production of radio programs.

While it is true that many advertising agencies were slow in using this new medium, it does not necessarily follow that the agencies were not quick to recognize its potentialities. The difficulty lay in determining its proper use; for, if one remembers some of the earliest of our efforts, the agencies, recognizing their own lack of equipment for the planning of programs, also had every reason to be suspicious of both the ability and knowledge of station owners. Furthermore, with the responsibility of a client's advertising appropriation at stake, it is not surprising that the majority of agencies adopted a cautious attitude until broadcasting had an opportunity not only to better establish itself artistically but to prove its worth as an advertising medium.

It is not to be wondered then that into the breach stepped (thousands all over the country) the "station representative." There was not a city in the country with a broadcasting station of any size that didn't have its full quota of representatives, brokers, producers or what not.

Served a Purpose

THESE INDIVIDUALS and companies served a most useful purpose. It would be unfair to adopt any other attitude toward them. Without anything to lose, with no responsibility of the client's advertising budget, they plunged ahead, developing programs for stations, securing accounts, stepping on advertising agencies' toes right and left, but bringing actual cash to the stations.

There was no question of a second 15 per cent. To the stations they represented the advertiser and, as such, were entitled to an agency commission. Consequently, the recognized agency found itself left out. In fact, in the majority of such instances the agency never knew of its own clients' plans until after they were completed or perhaps broadcast.

Now there are certain recognized functions which belong to an advertising agency—responsibility for credit, proper development of the client's business, control and supervision of the entire advertising budget and proper merchandising, truth in copy, and ethics in advertising. All of these have been developed through experience and over a long term of years.

But this new factor in advertising had none of these responsibilities. All a promoter needed was enthusiasm and reasonable nerve. The world was his oyster; and, aided and abetted by the stations themselves who welcomed any help commercially, every man who owned a business, big or little, was his potential client.

It is quite understandable that no such hit or miss planning could endure. The clients eventually demanded services which only an agency could give; the stations required more stable contracts; the agencies began to develop radio departments which could properly plan and produce programs and coordinate the client's radio advertising with other media used. But again, don't belittle the efforts of those earlier radio representatives. While they may now be considered as largely the growing pains of a young industry, they served their purpose and made a distinct contribution to radio.

Time largely solved the problems. The irresponsible representatives disappeared; others became advertising agencies. The fittest survived by enlarging their services to both agencies and stations and furnishing to some extent services which the agencies were willing to pass on as long as they lost no commission in so doing and at the same time were saved some expense.

One of these services comes under the head of exploitation. It is our understanding that ethically the advertising fraternity frowns on too much exploitation in endeavoring to secure a new account. In the past thousands of dollars have been thrown away on this type of agency propaganda. This arranging for auditions is just plain exploitation. It is being carried on by time brokers, the networks and the larger agencies. The small agency simply cannot compete. But it eventually goes into the cost of production—don't mistake that fact. Somebody does or will eventually pay.

Bait Won't Last

THE BAIT of a fine contract is attractive to all concerned, but the dozens of auditions now given so freely will not last and indeed would not be necessary if either client, agency, station or representative knew more about the entertainment business and had definite plans as to the type of program ultimately desired.

The average client doesn't know and shouldn't be expected to know, about such things, and yet we all have experienced the wasted hours caused by arguments over "tempo," orchestrations, pick-up, interpretation and a dozen other musical technicalities by clients and their representatives when the proper merchandising of their product needed attention.

There are still too many clients showing more interest in meeting the stars on their radio programs than in properly selecting stations to be used.

These are problems which the agency must shoulder. Your committee cannot give the answer, for the theatrical man hasn't yet been born who can successfully state just what the public wants with any great degree of success. At present some of the time brokers are equipping themselves to be of more assistance in the entertainment field. We cannot feel that

(*Continued on page 24*)

A Boys' Flying Club That Sells Oil

Skelly Co. Starts Fourth Year Using Transcriptions; Club Has 400,000 Members, Holds Aircraft Races

"THE AIR ADVENTURES of Jimmie Allen," a transcribed feature on nine stations, has proved a bell ringer for the Skelly Oil Company and the script authors. Although designed for children, it succeeds in selling gas and oil to their parents and probably counts many of them as listeners, too. Formation of the Jimmie Allen Flying Club and the holding of regional contests has added much to the interest in the program. The authors of the scripts know their business as both are experienced aviators.

Mr. Fitzer

WITH 400,000 members in the Jimmie Allen Flying Club, "The Air Adventures of Jimmie Allen," an electrically transcribed program, moves into its fourth year on the air for Skelly Oil Co., Tulsa, on nine middle western stations. New contracts have been signed, scripts written to well into 1935 and the principals in the story will have a busy summer making records so that all may be in readiness when the program goes on the air again in the fall.

All of which makes a mighty pretty picture for the co-authors of the story, Bill Moore and Bob Burtt. They can remember those days, three years back, when the sketch was being given test programs over WDAF, Kansas City, by Dean Fitzer, station manager, and WDAF operators were building the many sound effects necessary to put the show on the air. It sounded pretty good to them then, but they couldn't tell. After all, they'd written the scripts themselves.

Mail Record Broken

BUT WHATEVER doubts they may have had were stilled, and with a promptness few authors dare hope for. The third week after the program went on the air free "Jimmie Allen Jigsaw Puzzles" were offered to listeners. More than 25,000 were given away almost immediately. WDAF's mail records for a single day were broken by the mail response to this new and thrilling program.

So the authors settled down to the serious business of making the story of Jimmie Allen live up to its beginning. And, since figures are seldom known to lie, it seems safe enough to say they have been 100 per cent successful. To prove it, a few figures: During Christmas week of 1933 a picture of Jimmie Allen was offered over the air and 300,000 were given away in five days. In subsequent weeks 350,000 pictures of Speed Robertson were given away, 325,000 pictures of the Monsoon 800, and 365,000 pictures of Jimmie Allen and Barbara Croft.

Territory Extended

SOON after its initial broadcast from the studios of WDAF, the script was made into electrical transcriptions and was carried over other radio stations not in the listening area of WDAF. Now the story is broadcast over KVOO, Tulsa; WCCO, Minneapolis; WOW, Omaha; WMBD, Peoria; WKBB, Dubuque, Ia.; KMOX, St. Louis; KLZ, Denver; WOC-WHO, Des Moines, in addition to WDAF.

In 1933, there were 90,000 members of the Jimmie Allen Flying Club. In 1934, there are 400,000. Small wonder, then, that the program is already scheduled for a fourth year. Small wonder, too, that the sponsor views with delight the enormous mail response, the many additions to his payroll of persons to take care of the mail response. The Jimmie Allen Flying Club headquarters in the Kansas City Skelly offices had to be moved into a larger room.

Side issues of the program have been many, most important of all being, perhaps, the Jimmie Allen Air Races. Regional air races have been held two summers, and the numbers in attendance in the various cities have run well into the thousands. Kansas City's air races, held July 1 of this year, attracted a crowd of 5,000, many of whom were adults.

The idea for the story grew out of the experiences of the two authors. Perhaps one of the most significant reasons for its success is its sincerity, its reality. To make the story a radio program was the idea of Bill Moore, then a member of the staff of WDAF.

Bill Moore (whose name is Willfred), enrolled as a cadet in the British Flying Corps in 1917, after having attended schools in Wisconsin and Cornell University. He learned to fly in Canada and England, and did combat duty in the thick of the World War with the 29th Squadron in France as a scout pilot. He has been flying ever since the war.

Bob Burtt spent five years in South China where his father is a missionary. He was graduated from Hotchkiss School at Lakeville, Conn., and sailed overseas as a flying cadet in the American Air Service. He received his primary flying training at the Chatearoux French Military Flying School and at Third Aviation Instruction Center, Issoudun, France. He saw plenty of action at the front, flying the famous Spads with the 28th Pursuit Squadron of the Third American Pursuit Group.

Bill Moore succeeded in interesting Mr. Fitzer in the Jimmie Allen story. Mr. Fitzer recognized immediately the potential possibilities of the feature, and the Skelly Oil Company has definitely satisfied itself upon an earlier misgiving on the point of whether a boy thriller story can sell gasoline to adults. It can, and has, as certified by the fourth year contract, which carries well up into the year 1935.

IDEAS THAT WILL GET CASH

Some Successful Promotion Stunts Which Stations Can Sell to Sponsors While Gaining Listeners

By MAJ. EDNEY RIDGE,
Manager, WBIG, Greensboro, N. C.

OFFER a new dollar bill a day for the best human interest or news story phoned to the station. If it's a big story, pay a bonus. Can be sponsored.

* * *

Tie-up with garden clubs by offering medals or prizes for finest flowers in several classes. Creates good interest, and easy to get sponsors.

* * *

Tie-up with Junior League or other organizations working for summer milk fund for babies. Fine and worthwhile effort. Will interest all dairies.

* * *

When there is a close decision at the base-ball park, get the umpire and players to put the play on again before the mike. They'll be tickled to do it. Stops fan argument; have sponsor.

* * *

Get policeman, postman, clerks, etc., to tell how and where they expect to spend their vacations. Sponsored by auto dealers, bus lines, resorts, etc.

* * *

Call attention of city, county and state officials that tax collections can be made easier if they will explain the reason for assessments and tell where the money goes. Is a good service and should be paid for by the respective governments.

* * *

Banks will broadcast change of hours as service to their customers. Day before a holiday, clearing house should use the air to notify customers banks to be closed next day.

* * *

Get state game wardens to broadcast dates of opening and closing seasons on all game. Easily sponsored.

* * *

Run the old reliable slogan contest. Call the slogans of ten to twenty-five well known firms for a week, offering prizes to listener who gets greatest number correct, visits the advertiser, and tells why the slogan is appropriate. Any advertising man who can't cash in on this proposition ought to be sweeping the streets.

Newspapers Are Using Greater Radio Publicity, Partial Survey Shows

PRELIMINARY results of a survey to ascertain what changes are taking place in the treatment accorded to radio publicity by daily newspapers show a definite tendency toward more liberality, both in news and in art.

Outstanding among recent developments has been the institution by the *Detroit Free Press* and the *Philadelphia Record* of special week-end sections called "Movie and Radio Weekly," in which two pages are devoted to radio, including programs, with a generous use of art and human interest material about stars. The fact that radio has been combined with the movies has necessitated, of course, the treating of radio somewhat after the manner of the movie fan magazines.

From about 20 other cities in which newspapers of large circulation are published, it appears that publishers' opposition to radio is declining. Acknowledgment of the public's interest in personalities is contained in the fact that about 10 of these papers have recently begun to use radio art, and others are now, for the first time, carrying radio columns.

Further conclusions to be drawn from the survey will appear in a later issue of BROADCASTING.

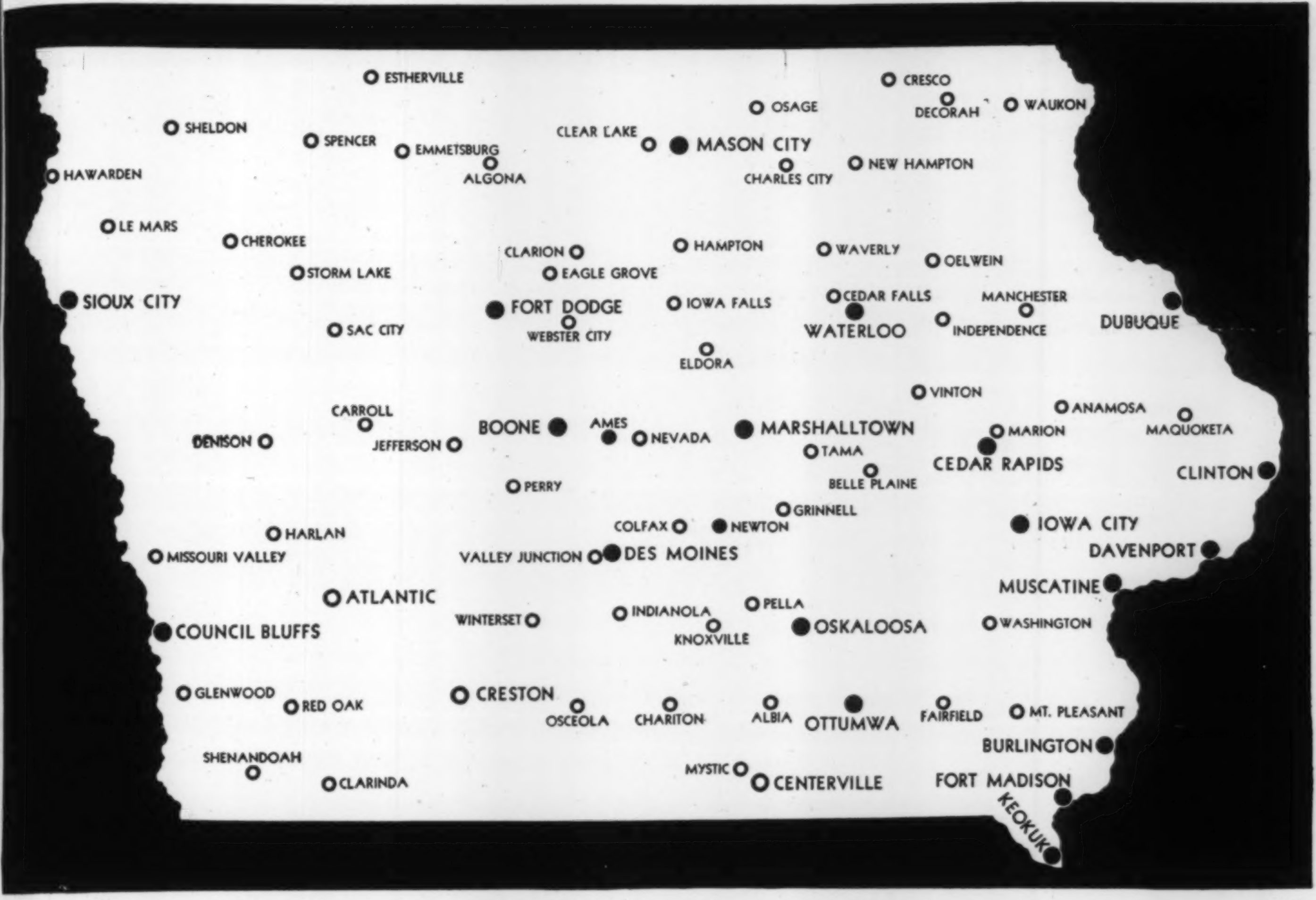
Newspapers Abet WSMK

FOLLOWING a campaign conducted by the Dayton (O.) *Herald* and the Dayton *Journal*, who enlisted the support of the townspeople and the Chamber of Commerce, WSMK, of that city, joined the CBS network June 23 on a two-week experimental basis, after which it became a permanent addition. The unusual spectacle of newspapers urging this addition to local radio service drew gratified comment from many sources, for the newspapers have no interest in WSMK, which is operated by Stanley M. Krohn, Jr.

Five for Mrs. Roosevelt

SIMMONS Co., New York (beds and mattresses), through its agency, Fletcher & Ellis, Inc., New York, has signed Mrs. Franklin D. Roosevelt to appear in five instead of one of its new series of Monday night musical programs which started July 9 on an NBC-WJZ network. Mrs. Roosevelt's first appearance was from the stage of the Globe Theater at the Century of Progress in Chicago. She is devoting all the proceeds from her broadcasts to her charities, the amount being $3,000 per broadcast.

M. L. CLEIN & Co., Atlanta (Papodine stomach remedy) has signed Carl Zomar, who conducts a program similar to "The Voice of Experience," for six 15-minute periods a week on WBT, Charlotte.


ESTHERVILLE
CRESCO
OSAGE
DECORAH
WAUKON
SHELDON
SPENCER
EMMETSBURG
CLEAR LAKE
MASON CITY
ALGONA
CHARLES CITY
NEW HAMPTON
HAWARDEN
LE MARS
CHEROKEE
CLARION
HAMPTON
WAVERLY
OELWEIN
STORM LAKE
EAGLE GROVE
SIOUX CITY
FORT DODGE
IOWA FALLS
CEDAR FALLS
MANCHESTER
WATERLOO
INDEPENDENCE
DUBUQUE
SAC CITY
WEBSTER CITY
ELDORA
VINTON
ANAMOSA
MAQUOKETA
CARROLL
BOONE
AMES
NEVADA
MARSHALLTOWN
MARION
DENISON
JEFFERSON
TAMA
CEDAR RAPIDS
CLINTON
BELLE PLAINE
PERRY
GRINNELL
COLFAX
NEWTON
IOWA CITY
HARLAN
MISSOURI VALLEY
VALLEY JUNCTION
DES MOINES
DAVENPORT
MUSCATINE
ATLANTIC
INDIANOLA
PELLA
WINTERSET
KNOXVILLE
OSKALOOSA
WASHINGTON
COUNCIL BLUFFS
GLENWOOD
RED OAK
CRESTON
OSCEOLA
CHARITON
ALBIA
OTTUMWA
FAIRFIELD
MT. PLEASANT
BURLINGTON
SHENANDOAH
CLARINDA
MYSTIC
CENTERVILLE
FORT MADISON
KEOKUK

● **Trade centers over 10,000 in population.** ○ **Trade centers under 10,000 in population.**

←——336 Miles——→

IOWA —

IOWA is a BIG market—because it is a BIG collection of smaller markets.

In contrast to the metropolitan east, Iowa has never concentrated its consumers in one or two large centers. Des Moines, home of WOC-WHO, is Iowa's largest city, but it has less than 6% of the state's population. To sell Iowa by radio, you must reach listeners in scores of cities and hundreds of small towns.

In short, to sell Iowa, you have ground to cover,—and that calls for power. WOC-WHO supplies the power, 50,000 watts of it. And WOC-WHO can supply the time—plus talent, if needed—to do a good selling job for you in this big productive market.

CENTRAL BROADCASTING CO.

DES MOINES, IOWA

J. O. MALAND, Manager Phone 3-4872

CHICAGO: Free & Sleininger, 180 N. Michigan Ave., Phone FRA 6373
NEW YORK: Free & Sleininger, Chrysler Bldg., Phone Murray Hill 2-3030

to SELL it, you must COVER it

•

One radio station, and only one, has power to do the job—

WOC-WHO

FULL-TIME, CLEARED-CHANNEL

50,000 WATTS

Canada Will Retain Radio Commission

By JAMES MONTAGNES

CANADA'S Radio Broadcasting Commission stays on the job for another year at least, according to a report tabled in the Canadian House of Commons at Ottawa by the Parliamentary Committee investigating the work of the Commission in its first year. In addition, the report recommended that the commissioners have no contact with the public but that a general manager be appointed for that function.

More advertising is also urged in the report, which states "that the provision of the act dealing with advertising should be more liberally interpreted." This, the chairman of the committee explained, does not mean that more than 5 per cent advertising time now allotted per hour should be allowed, however.

The committee also recommended that a wider use of electrical transcriptions be permitted and that a fee should be charged for every radio. The latter would hit automobile radios and more than one set in a home.

More cooperation between Commission operated stations and privately owned stations is recommended by the committee.

No mention was made in the report of higher powered stations, which the original report of the Aird Commission from which the Commission was formed had called for, and at present it looks as if there will be no more government owned high powered stations.

SPONSOR GROWS BY RADIO USE

St. Joseph Aspirin Sales Territory Expands In Relation To Increased Use of Broadcast Advertising

WHEN Guy Lombardo and his Royal Canadians went on the air over an NBC-WEAF network for St. Joseph Aspirin on July 11, it marked the climax of a 26-year rise on the part of Plough, Inc., of Memphis, from a tiny upstairs room cosmetic factory to a potent bidder for nation-wide markets in both medical and cosmetic lines.

It likewise marked the first time Lombardo had ever gone on the air for a network sponsor as a No. 1 listener drawing card in his own right, without supporting talent.

Set in "Lombardoland"

STAGED in a setting titled "Lombardoland," the new program relies exclusively on the popularity of the music of the Royal Canadians to carry on the sales gains and expansions in the distribution territory that St. Joseph Aspirin has been consistently scouring since it first went on the air over NBC last October.

Five years ago St. Joseph Aspirin first became well known to southern radio listeners through a far-flung campaign of spot announcements, produced on electrical transcriptions and broadcast in strategic time spots on as many as 50 stations throughout the southern states.

The first use of the networks came with a 15-minute program last October featuring Benny Meroff and his orchestra once a week from the NBC studios in Chicago, but Plough's Penetro, the Mutton Suet Salve, was tied in with the aspirin in the selling portion of the programs. The program went only to the western end of the NBC-WEAF network and to southern supplementary stations.

Prize Contest Used

VINCENT LOPEZ and his orchestra were retained the first of this year, an expanded list of stations was used, and the time was stretched to 30 minutes each Wednesday for the "Musical Cruiser of the Air" variety shows, just concluded on July 4. Later on in the series Ed Sullivan, *New York News* columnist, was added to the cast, bringing guest stars of stage and screen to the program every week. A prize contest, which during May and June awarded three Ford V-8's each week to the writers of the best letters on St. Joseph Aspirin, was introduced.

The Lopez programs introduced St. Joseph Aspirin into the rich New England and Middle Atlantic markets with the advent of spring, when the Penetro credits were dropped, and St. Joseph Aspirin featured alone on the broadcasts.

"Lombardoland" will feature St. Joseph Aspirin on an even larger network, gaining more high powered stations by last week's switch from the WJZ to the WEAF chain, including the 500,000 watt new WLW in Cincinnati, the southeast, southwest and south central groups. The northwest and mountain groups will be added in the fall.

New Campaign Planned

DURING the Ford contest local Ford dealers in the territory tied in with window displays urging people to listen to the weekly broadcasts. Where prospective contestants were unable to obtain St. Joseph Aspirin at their regular drug store, Plough sent a carton of a dozen boxes and asked the druggist to deliver a box to the inquirer. Cartons and wrappings on the product tied in with the program, listing the time and stations.

Lake-Spiro-Cohn, Inc., Memphis, which handles all advertising for Plough products, including more than 300 items in both medical and cosmetic lines distributed not only in the United States but in 27 foreign countries, is laying advance plans for another network series next fall to merchandise Penetro Salve and Penetro Drops, leaving the Lombardos free to pile up sales for St. Joseph Aspirin.

Plough, Inc., on the advent of its biggest advertising venture, points proudly to an uninterrupted dividend record, and has twice already this year paid dividends at its new $1.20 per year rate, raised from $1 last January on its common stock.

Radio Pietro Opens

ARGENTINA, which permits sponsored broadcasting to support its radio stations, on June 25 dedicated the new 40,000-watt Radio Pietro at Buenos Aires. CBS sent a short wave broadcast of Reggie Childs' orchestra from New York for rebroadcasting by the station and for short wave reception.

Collection Agency Uses Radio Drama To Promote Credit

Portland (Ore.) Group Also Stirs "Buying Urge"

HOW a collection agency has used radio to advantage is told in *The Credit World* by the Retail Credit Association of Portland, Ore., which last September started a series of weekly programs over KOIN and is still continuing them.

Not only is the radio series designed to urge listeners to "pay your bills promptly" and "to guard your credit as a sacred trust," but "the buying urge" is also fostered, according to the magazine article.

"By the systematic exploitation of various retail groups, every member of the Retail Credit Association profits directly and indirectly from the broadcasts," the article states. "This method of advertising is accepted as being the most logical, the most adroit, of any type tried thus far. It brings that ideal, friendly cooperation between the customer, the association member and the credit man."

Short Plays Broadcast

AFTER some deliberation as to the nature of a program, a short play written to portray the importance and convenience of credit was presented by the KOIN Players and piped to a dinner meeting of the Retail Credit Association. The test program was greeted with approval. The account is handled by the Adolph L. Bloch Advertising Agency, Portland. A sample of the type of play presented follows:

A play entitled "Partnership Wives," opens its action in the office of two young architects, Don and Jack. They are putting the finishing touches on a large project they hope to see completed.

Both Don and Jack are capable young men with ideas and ability, but they lack the necessary cash to to promote their plans. Don is especially eager to see his plans materialize as he has a beautiful young wife to whom he is very devoted, and upon whom he lavishes every luxury and extravagance. He prides himself upon the fact that he never worries Beatrice with financial problems. He has generously urged her to open charge accounts in all the stores she wishes, and Beatrice is quite the envied young wife, with her beautiful home, clothes and car.

When plans for their big project are completed, Don takes them to a family friend, old J. D., with hopes of J. D.'s financial backing. This shrewd old man likes Don, and he has confidence in his plans, but much to Don's chagrin, he refuses him the necessary money.

Don insists upon knowing the reason why, and J. D. tells him that he has looked up Don's credit rating and finds it has not been handled in a businesslike manner, and that he cannot hope to be trusted with large matters until he can keep his own in better condition.

Don and J. D. have a heart-to-heart talk and J. D. advises Don to make a partner of his wife and to work out their financial problems together. That night Don confides in Beatrice. She is hurt to think her husband hadn't confided in her before. She tells him she has never enjoyed being just an "ornament," and she is happy with the thought of working out their difficulties together.

The KOIN announcer closes each program with a standard credit slogan: *"Buy what you want now. Charge it, and pay your bills promptly. Guard your credit as a sacred trust."*

KSD

A DISTINGUISHED BROADCASTING STATION

IN ST. LOUIS

110% INCREASE

In Advertising Volume

KSD's 1934 June local and national spot advertising volume increased 110% over June 1933. Due to the popular character of this station's programs, listeners in Greater St. Louis "Set their dial on KSD and leave it there."

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch

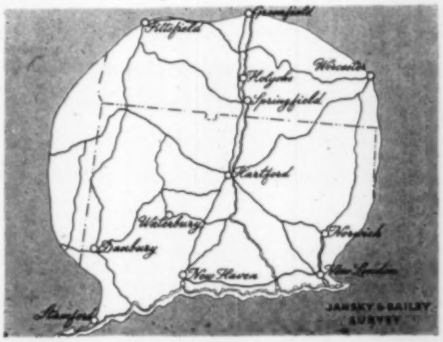
POST-DISPATCH BUILDING ST. LOUIS, M

Edward Petry & Co., National Advertising Representatives

WHEN NORMAN CLOUTIER RAISES HIS BATON
WTIC
NEW ENGLAND LISTENS SPELLBOUND

Norman Cloutier and his Merry Madcaps! To the 1,500,000 New Englanders living in The WTIC Communities it is one of the high spots in radio entertainment. (Incidentally Norman Cloutier's fame is in no sense confined to New England; four times a week his tuneful dance music is broadcast over an NBC-WEAF Network.)

The skill of Norman Cloutier in capturing and holding an audience typifies the completeness of WTIC's facilities in creating programs of merit—staging them with the finest talent—and handling all mechanical details with perfect precision.


Pittsfield
Greenfield
Worcester
Holyoke
Springfield
Hartford
Waterbury
Danbury
Norwich
New Haven
New London
Stamford
JANSKY & BAILEY SURVEY

AN OUTSTANDING MARKET

The WTIC Communities represent one of America's most prosperous markets. Here are people who are willing to buy—who have money with which to buy. Here is an area so small (less than 100 miles square) that your sales force can cover it quickly and economically.

There are just two things, however, to remember about the WTIC Communities. First, it is sometimes advantageous to develop a program especially adapted for a New England audience. If so, WTIC can place the necessary experience and talent at your disposal. Second, WTIC offers the *only* way to reach this entire market at small cost.

A few choice hours are now available for summer or fall. Full particulars will be sent gladly on request. New York Office—220 East 42nd Street, J. J. Weed, Manager. Chicago Office—203 No. Wabash Avenue, C. C. Weed, Manager.

STATION WTIC HARTFORD, CONN.
50,000 WATTS

Owned by the Travelers Broadcasting Service Corporation

THE STATION WTIC COMMUNITIES
A prosperous population in a compact market

Facts for Drug and Cosmetic Advertisers

Potential WTIC Primary Audience	**1,580,367**
Per Capita Savings Bank Deposits	**$600.00 (average for U.S. $81.00)**
Drug Stores, Number	**863**
Volume of Business	**$25,929,000**
Department Stores, Number	**59**

Operated Daily
7:00 A.M. to 12:00 Midnight
Sundays 9:30 A.M. to Midnight

Member New England
and NBC-WEAF Networks

Dr. Wilford White Heads Commerce Research Unit

DR. WILFORD L. WHITE, of Austin, Tex., nationally known specialist in the field of marketing research, has been appointed chief of the marketing research and service division of the Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce. Since 1928 he has been on the faculty of the University of Texas, except for two years as an examiner in charge of the chain store inquiry with the Federal Trade Commission. Data valuable to the business community is gathered by this marketing research agency, and radio advertisers, agencies and stations may be placed on its mailing lists upon application.

Auto Man Buys KMPC

KMPC, Beverly Hills, Cal., has been acquired by S. A. Scherer, Los Angeles automobile finance man, according to announcement July 1. Previously owned by the Macmillan Petroleum Co., which purchased it from the original owners several years ago when it was known as KEJK, KMPC since last January has been controlled jointly by Mr. Scherer and the Macmillan organization. Hugh Ernst continues as general manager. The Scherer firm is one of the largest Los Angeles users of announcements and, besides KMPC, uses 12 other local stations for spot announcements for the automobile finance business.

WHAM GIVES LIGHT
Operator Driscoll's Camp Bulb Connected to Ether

OPERATOR George Driscoll of the transmitter staff of WHAM, Rochester, has a firm fist wrapped around one of those scientific wonders which the professors describe when they talk about "the world a hundred years from now." While savants talk about the day when power will be transmitted through the air to light homes and run automobiles, Driscoll sits at his ease and reads by the light of an electric bulb which burns without the sanction of the public utilities.

Some weeks ago the young technician established a summer camp in the woods near the WHAM transmitter and erected a 300-foot antenna for his radio receiver. The oversize aerial picked up so much power from the nearby 50,000 watt transmitter that Driscoll decided to put it to some use. He fastened the aerial wire to one contact of an electric bulb, the other was attached to an ordinary "ground" connection.

The result is satisfactory illumination without the annoyance of a monthly electric bill. Driscoll's only lament is that the light goes out when WHAM signs off.

THE CLOCK TICK has been chosen as the new station break signal for Radio Vienna after complaints that musical "interval signals" had become irritatingly monotonous.

KJR

NBC

KJR listeners are afforded NBC sustaining programs

KJR SEATTLE

The Pioneer High Powered Station of the Pacific Northwest. The only major station in the Northwestern markets offering guaranteed time.

For complete information see
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco

Fisher's Blend Station, Inc.,
Operating KOMO-KJR,
Skinner Bldg.,
Seattle, Wash.

Clean Shirts Order Formed by Laundry Using Daily Spots
Business Is Increased 25%; Announcements Novel

Mr. Burton

ITALY has its Black Shirts, Germany its Khaki Shirts, Ireland its Green Shirts — and now America its Clean Shirts.

One of the most unusual radio advertising campaigns probably ever evolved by a laundry during the last eight weeks has brought the Barnes Manley Laundry & Dry Cleaning Co., Tulsa, Okla., a business increase of more than 25 per cent.

The campaign, planned and carried out by Dan Burton, one of the owners of the laundry, has in addition brought inquiries from many sections of the United States, from other laundries seeking information about the "Clean Shirts of America."

Makes Housewives Smile

MR. BURTON, who uses daily spot announcements on KVOO, in Tulsa, is better known to his radio audience as "Smiling Dan, the Laundry Man." He opens with a brief quotation or poem designed to bring a smile to the housewife as she does early morning tasks. He closes with a brief reference to his laundry service and the telephone number.

Eight weeks ago Mr. Burton decided to make an appeal to the children. He launched an organization which he named the "Clean Shirts of America." Every boy in the city is eligible to membership —the only qualification being that he wear a clean shirt at all times.

The response from the boys was instantaneous. The response from mothers was equally great, for they called the laundry and KVOO and thanked them for inducing their sons to take more pride in their appearance.

Groups of boys called at the laundry and obtained badges of membership in the Clean Shirts of America. Clubs for each block in the city were organized. Regular meetings are held, and if any boy appears at a meeting with a dirty shirt his badge is taken away until he qualifies again by appearing with a clean shirt.

The effect of this radio campaign was noted immediately in the laundry's books. Of the 25 per cent increase in business, more than 75 per cent was attributed to radio advertising and the balance to newspaper advertising. For more than six weeks, the laundry has showed an increase of 100 bundles per week.

"The success of my radio campaign is largely because of copy used," Mr. Burton declares. "Instead of following an example set by many laundries in quoting prices, qualifications of my laundry, and other uninteresting facts, I have attempted to bring a smile or pleasant thought to every housewife's mind—as she prepares to take care of her morning work. The result is shown in one housewife's letter, saying: 'I don't feel I can conscientiously tune to KVOO every morning to hear your good thought, without in some measure repaying you. I started sending my bundle to your laundry last week.'

"I find that with these spot announcements over KVOO, I have built up a listening audience which is more responsive, and repays me much more than I could possibly accomplish by newspaper advertising," Burton concluded.

LaGuardia Names Group Of Radio Men to Study Improved Use of WNYC

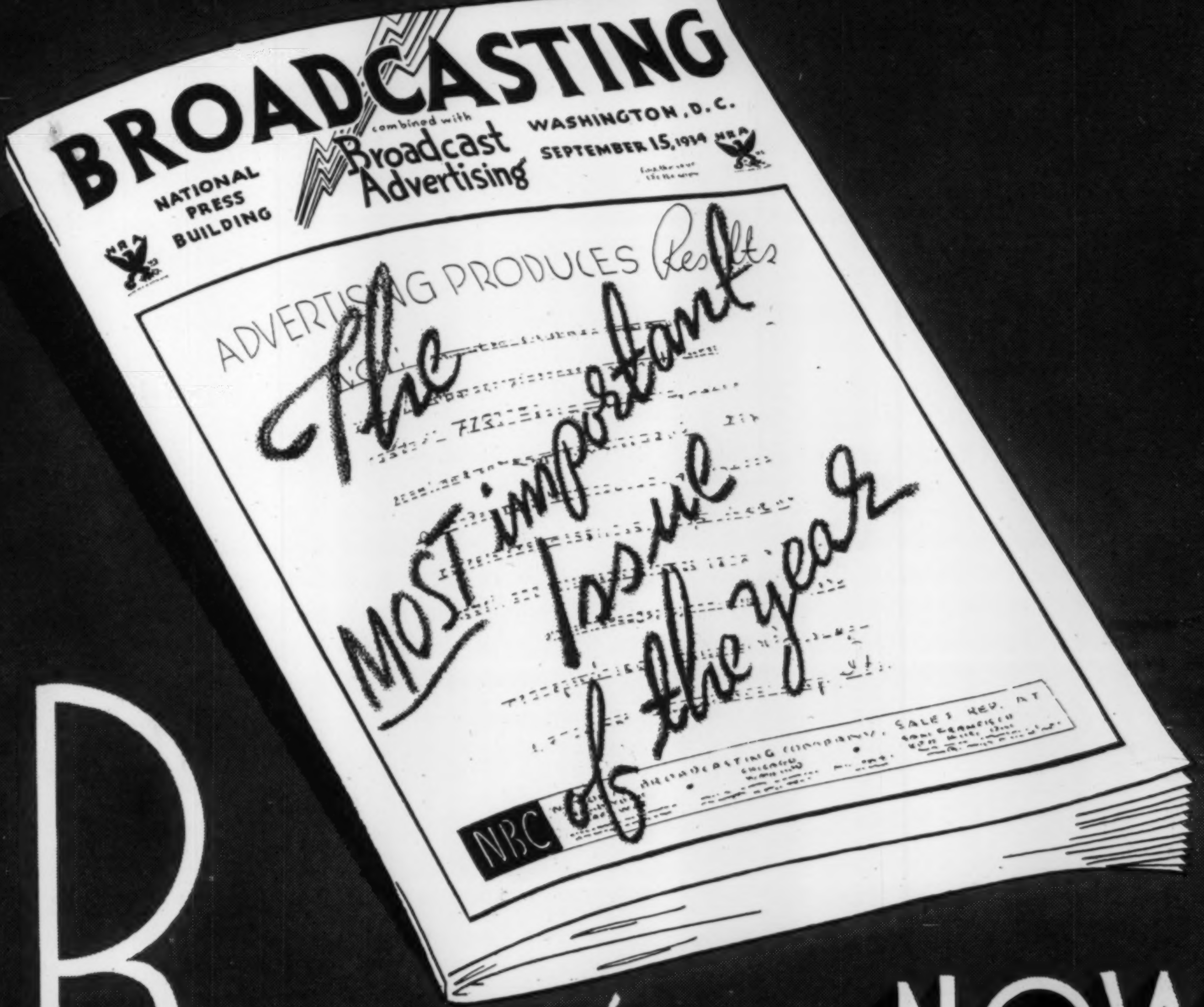
HAVING placed WNYC "on probation" until next Jan. 1, Mayor LaGuardia of New York has appointed three leading radio executives to report on "methods of expanding the usefulness" of the city's municipal broadcasting station. They are Richard C. Patterson, executive vice president of NBC; William S. Paley, president of CBS, and Alfred J. McCosker, NAB president and director of WOR. Mayor LaGuardia has expressed his dissatisfaction with the present operation of the station, especially its alleged "commercial credits" and has stated emphatically he does not want it to be in competition with other stations. WNYC does not sell time but credits those organizations and interests that place programs on it. Various interests are seeking its facilities, and the Mayor has hinted that he may order the station disposed of and get the city out of the broadcasting field, especially in view of the generous standing offers of time to city officials that have been made by the metropolitan stations.

Keen satisfaction over the work of the committee was expressed by Mayor LaGuardia July 11 after receipt of a preliminary report from Mr. Patterson, as chairman of the committee, in which he stated the final report would be ready within a month. Mr. Patterson informed the Mayor the work was well under way and was aimed at making the station more valuable to the city with a minimum of cost. "I am confident," the Mayor said, "that Mr. Patterson will do the same kind of a real job he has always done in all of his executive positions."

Paint Account Resumes

NU-ENAMEL PACIFIC Corp., Los Angeles (heat and acid resisting paints), has started a radio campaign through the Advertising Arts Agency, Los Angeles, with time signals over KFAC, Los Angeles, and on the Happy-Go-Lucky Hour, KFRC, San Francisco. Broadcasts call attention to color card, painting plans and description of how to use the enamel. According to Paul Winans, radio account executive, the response for the literature over the two stations has been ten times that of last year's campaign when small-size samples of the enamel were given free.

WRDM are the call letters assigned the new station at Greensburg, Pa., to be operated by the Pittsburgh Radio Supply House on 620 kc., with 250 watts daytime. The same organization operates WJAS and KQV, Pittsburgh.


BROADCASTING
combined with Broadcast Advertising
WASHINGTON, D.C.
SEPTEMBER 15, 1934
NATIONAL PRESS BUILDING
ADVERTISING PRODUCES Results
The MOST important Issue of the year
NBC
BROADCASTING COMPANY
SALES REP.

RESERVE SPACE NOW

for the

NAB CONVENTION ISSUE

SEPTEMBER 15th

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Tel. Metropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

The New FCC

UNLESS we miss our guess, there are going to be some sectional fireworks ere long about the makeup of the new FCC. In designating the members of the Commission, President Roosevelt apparently forgot about the west altogether. There is no representation from the territory comprising the fourth and fifth radio zones. But the third zone boasts four of the seven members!

True, the Communications Act does not specify that appointments be made by geographical zones. In the past, however, it has been something of an unwritten rule for chief executives to observe certain geographical lines in appointing federal agencies having jurisdiction over the entire country.

It could not have been that the President could not find qualified men in those states of the middle and far west. He had one such man on the Radio Commission—Harold A. Lafount, of Utah. Mr. Lafount has had a long and distinguished career as a radio commissioner. He has a good fundamental knowledge of radio and has been a fair-minded, able and conscientious public servant. It is obvious that political considerations alone blocked his appointment to the FCC.

It is too early to pass judgment on the FCC. In reappointing Chairman Sykes and Col. Brown, the President undoubtedly took into account their experience in radio regulation. Commissioners Stewart and Walker also are "merit" appointees for both have won their spurs—the former as a diplomatic expert on communications and Mr. Walker as the chairman of the Oklahoma utilities commission. The other three commissioners—Payne, Case and Gary—are unknown quantities whose attitudes and actions should soon be known.

FTC Means Business

THAT the Federal Trade Commission means business in its newly instituted campaign against false and misleading advertising on the air, is evidenced in the disclosure that it already has scheduled ten such cases for preliminary hearing beginning this month. In every instance these cases are understood to involve proprietary or patent medicine advertising which the Commission's special board of investigation has adjudged as improper and in conflict with the law.

The Commission does not want to throw these advertisers off the air. It simply wants them to tone down their advertising claims within the realm of truth. It believes that by so doing it will help not only the public, but the advertisers themselves as well as the stations. It is going to allow these advertisers to submit evidence to justify the questionable claims. If they do, the case ends there. If not, they will be asked to enter into stipulations that they will cease using the questionable blurbs in future.

Properly handled, such procedure will produce a salutary effect. From the beginning, some advertisers have been overzealous in their claims. The Commission cracked down on them in newspapers and magazines, and is still doing it. A small proportion have gotten on the air over stations, big and little, and even over the networks. Once advertisers realize they can't get away with it, they will be less ambitious in their advertising claims. The fear that they will quit advertising appears groundless, because if they stay in business they must advertise, and if they can't use their questionable copy on the air they certainly won't be able to get it into periodicals where it would show up even more glaringly.

The Commission has taken a most conciliatory attitude. It is not demanding or threatening. As long as it functions in that way there will be no hardship. Government interference, however, is always dangerous, because there is always the temptation to go beyond the bounds of prescribed authority. Advertisers, agencies and stations alike will do well to cooperate with the Commission in this new work, particularly when it seems to be proceeding along safe and sane lines.

The Third Network

ANOTHER radio network, designed to cover the major centers of population primarily, is now aborning. It has none of the earmarks of scatter-brained disorganization that marked several previous ventures, which flopped dismally. It is being promoted by an experienced broadcaster who commands the respect of the entire radio fraternity for the success he has already achieved in at least three big stations. Known as the American Broadcasting System, and keyed from WMCA, New York, the network is already operating on a limited basis but will be expanded to full stature by mid-August.

Few will wish anything but well to George B. Storer's ambitious enterprise. The demands for time on the major networks are leading to a conviction that there will soon be a waiting list of sponsors; moreover, the "little fellows" among the advertisers who would like to use radio are seen as a ripe field for developing sponsorship. Mr. Storer is not hesitating to link small stations, and thus may bring about a New Deal for a class of stations hitherto scorned by national advertisers. The minimum of ballyhoo that surrounds the ABS project is all the more commendable when we recall the vaporings and empty promises of Ed Wynn and his ill-fated Amalgamated scheme.

The RADIO BOOK SHELF

SECTION A of the third volume of *Market and Newspaper Statistics* has just been issued by the American Association of Advertising Agencies, aimed to help space buyers determine: (1) The size and character of markets as indicated by population, families, per cent English reading and income tax returns; (2) The cost of reaching these markets with newspapers, including comparison between markets; (3) The differential between local and national rates, and (4) The amount of circulation obtained through inducements.

The study was compiled under direction of the A. A. A. A. Committee on Newspapers, a group of leading space buyers located throughout the country, headed by J. J. Hartigan, of Campbell-Ewald Co., Detroit, chairman, and Lester M. Malitz, of Ruthrauff & Ryan, New York, vice chairman. It is a part of the committee's program for the advancement of newspaper advertising, but its data is valuable also for planning radio campaigns.

Section A deals with the 27 cities in the United States with 100,000 population or over in their A. B. C. city zones, and contains figures on population, number of families, English reading persons, income tax returns, audited newspaper circulation, local rates, national rates, and the differential between local and national rates, linage, and an analysis of sections of A. B. C. Audit Reports dealing with inducements. Copies are available to other than A. A. A. A. members at $2.50 each.

A TREATISE on "Group Listening," prepared by the British Institute of Adult Education, has been issued by the National Advisory Council on Radio in Education as a matter of information (University of Chicago Press, 25 cents). A foreword by Levering Tyson, executive secretary of the Council, points out that "there really has been little progress in America toward organized listening." One of the major difficulties, he points out, is the time differential in various parts of the country.

The British Institute, in its conclusions, asserts that group listening can be expected to thrive only in democratic countries where free discussions of controversial subjects is allowed. "The movement is, therefore, a minority movement," it states, "depending on the quality rather than the quantity of its appeal for its influence." The groups flourish, it adds, where there is already a thriving movement for adult education in general.

ENLARGED from four to eight pages, and entirely new in format, is the new *World News*, house service organ of the World Broadcasting System, which made it appearance in July. To be issued monthly to stations, advertising agencies and advertisers, the publication is devoted to spot broadcasting and transcription activities of WBS. It is edited by Adrian J. Flanter, assistant sales promotion manager.

We Pay Our Respects To—

JESSE L. KAUFMAN

EVER SINCE William Randolph Hearst began casting about in broadcasting, the radio and newspaper industries have conjectured about his plans. As he acquired options to buy stations here and there—few of which were exercised—the rumor began to spread that he contemplated a "third network." It was not until last April, when Mr. Hearst appointed Jesse L. Kaufman, who had attained phenomenal success as manager of the Hearst station WCAE, Pittsburgh, as his radio business manager, that there appeared to be a crystallization of the Heart radio plans.

Since then, reports of a "Hearst network" have subsided. Instead, there has been noticeable development of the existing Hearst radio enterprises under Mr. Kaufman's direction. There has been a minimum of ballyhoo, too, for Mr. Kaufman is a modest man—so modest, in fact, that he declined to be interviewed for this sketch.

As business manager of the Hearst broadcasting interests, Mr. Kaufman directs the activities of WINS, New York; WISN-WHAD, Milwaukee; WCAE, Pittsburgh, and KYW, Chicago. He also has supervisory control of the American Radio News Corp., the Hearst radio subsidiary which, among other things, operates long and short wave news-communications stations maintained for the distribution of news. Pacific coast broadcasting activities of the Hearst organization are in a different department, and do not fall under the aegis of Mr. Kaufman.

It was because of the job performed by "Jack" Kaufman at WCAE that Mr. Hearst called upon him to take over the business management of the Hearst stations. His task there, carried out very successfully, was that of building up "public acceptance" for the station. One of his first steps in his present post was to install a new management at WINS. Next he negotiated the merger of WISN and WHAD, Milwaukee, whereby the former acquired full time by taking over the Marquette University station. New operating methods were injected into the stations and better mechanical and technical facilities were acquired.

Born in Pittsburgh, "Jack" Kaufman was educated at the University of Pittsburgh, pursuing a course in engineering. Upon completing his college work, he decided to take a fling at newspaper reporting. For ten years he followed a journalistic career, working on a number of papers in his home city. A revival of interest in engineering, however, prompted him to leave the newspaper field and engage in coal mining operations and in the fire brick business in Fayette County, Pa., and in northern West Virginia.

Early in 1929 Mr. Kaufman, like so many others who grew up in newspaper work, turned his eyes toward radio. He felt it was a new field that had plenty of opportunities for the exercise of enterprise and initiative. So he left his coal mining interests in Uniontown, Pa., to become commercial manager of WCAE, then owned by Gimbel Brothers department store, and operating with 500 watts. His energy and resourcefulness resulted in a substantial building up of the station's sales, and in November of the same year he was installed as station manager.

Subsequently, the station was procured by the Hearst interests, and Mr. Kaufman remained as its manager. New equipment was installed, and a power increase to 1,000 watts was procured. Soon the station was recognized by both national and local advertisers as a leader in the regional class.

Standing well over six feet, broad-shouldered and heavy-set, "Jack" Kaufman's soft manner of speech belies his physical appearance. Simplicity and straightforwardness are his most obvious characterstics. He has the reputation among his friends of hitting straight at the mark.

Mr. Kaufman takes a deep interest in activities of the broadcasting industry. He has attended all NAB conventions since becoming a member and can always be relied upon to engage intelligently in the floor debate on matters in which he is interested.

In his college days he starred on the gridiron, the diamond and the tennis court. He retains a keen and expert interest in baseball, and tries his hand at golf at regular intervals. He speaks French and German and wishes that he had the opportunity to travel now as he did in his youth, when he toured continental Europe.

Most of Mr. Kaufman's leisure time is taken up by his three young sons—David, Frank and Allen—at their new home in Larchmont, N. Y. Mrs. Kaufman is the former Lydia B. McCormick of Uniontown, Pa.

PERSONAL NOTES

E. F. MONTGOMERY, for the last two years with the commercial department of KOIL, Omaha-Council Bluffs, and commercial manager during the last few months, on July 9 joined WCCO, Minneapolis, as commercial manager. He was formerly connected with WMT, WIL and KMBC. Carl Burkland, of the sales staff of WCCO, has been promoted to assistant sales manager.

H. LESLIE ATLASS, CBS vice president in charge of the Chicago division, has been awarded the C. N. Parke trophy for the largest sailfish caught in Palm Beach during the 1934 season. The prize fish, 87 pounds in weight and 8 feet, 4½ inches long, was pulled in by Mr. Atlass on Jan. 27.

GEORGE B. STORER, president of WMCA and the American Broadcasting System, attended Governor Lehman's special milk conference at Albany July 12 as one of the group of representative citizens of the state called together to lay plans to promote the consumption of milk as provided by a $500,000 legislative appropriation.

DARRELL V. MARTIN, radio editor of the *Pittsburgh Post-Gazette*, on June 26 was named a Kentucky colonel by Gov. Ruby Laffoon. L. B. Wilson, president of WCKY, Cincinnati, petitioned the Governor to award the honorary rank to Mr. Martin "in recognition of the great services that you are rendering the radio industry in Pennsylvania."

ISAAC D. LEVY, chairman of the board of Universal Broadcasting Co., operating WCAU, Philadelphia, and vice president of CBS, will sail for Europe on the *S.S. Rex* July 21 to spend a month in southern France.

FRED PALMER, manager of WBNS, Columbus, O., and Miriam Painter, of Wooster, O., were married June 18. WBNS also reports the marriage of Lew Hinchman, sales representative, to Jane Kelly, of Columbus, June 15. The station has also added Fred Fenton, of Cincinnati, to its sales staff.

HOWARD J. SMITH has joined CBS as assistant to the treasurer, M. R. Runyon, in the New York offices.

ARCHIE JOSEPHSON, in charge of sales for the Hollywood sound-on-disc department of Columbia Phonograph Co., was to leave the middle of July on a six weeks vacation trip to Kansas City and Chicago.

LILLIAN BRAUN, executive secretary of the Song Writers Protective Association, New York, arrived in Hollywood the last of June and will be a house guest of the L. Wolfe Gilberts for several weeks.

EDWIN W. CRAIG and Eldon B. Stevenson, of WSM, Nashville, have been spending their vacation in Southern California. They toured the studios accompanied by John W. Swallow, manager of the NBC Hollywood studios.

WILLIAM PALEY, president of CBS, arrived in Los Angeles June 30 and announced that he would stay a month vacationing. His trip, he said, has no business significance.

DON E. GILMAN, NBC vice president in San Francisco, and Edgar Kobak, general sales manager of the network, journeyed together to Portland July 10-15 to attend the Pacific Coast Advertising Agency Association convention.

L. SCOTT PERKINS has left the Titan Laboratories in San Francisco to join the Lichtig and Englander artists agency in Hollywood as head of the newly organized radio department.

CY L. WHITAKER, sales manager for MacGregor & Sollie laboratories, San Francisco, is on a tour of the midwest in connection with the firm's transcription network idea.

HELEN WOODS, the past year office secretary of Radio Productions, Inc., Los Angeles production firm, early in June took a similar position with Llewellyn-Seymour Co., Los Angeles Agency.

V. G. FREITAG, head of V. C. Freitag, Inc., Los Angeles sales group representing the KRKD time, returned to the office in July after an illness of several months. New salesmen on the KRKD staff include F. J. Smalley, formerly a real estate operator in Fresno, and George Pease, young explorer and traveler.

POWELL CROSLEY, JR., executive head of WLW, Cincinnati, has returned from a brief trip to Los Angeles, where he purchased an airplane.

WILLIAM WEST, manager of KSD, St. Louis, has been promoted from ensign to lieutenant, junior grade, U. S. Naval Reserve.

JAMES HAGOOD has been appointed commercial manager of KNOW, Austin, Tex., and Charles Rider has joined its sales force.

"TY" TYSON, assistant manager of WWJ, Detroit, and Mrs. Tyson are parents of a son, William Richard, born May 21.

STANLEY H. CHAMBERS, director of sales promotion of WMCA, New York, has resigned to become national advertising and promotion manager of the Hunter Gwynnbrook Distilling Corp., Baltimore, with headquarters at 76 Beaver St., New York.

DONALD S. ELIAS, vice president of the *Asheville* (N. C.) *Citizen & Times*, has been named director of WWNC, succeeding G. O. Shepherd.

BERT A. PHILLIPS, on the sales staff of KGER, Long Beach, Cal., and at one time proprietor of his own agency, late in June joined the commercial, department of KHJ, Los Angeles.

RALPH BRUNTON, operator of KJBS, San Francisco, is back at the managerial desk of his Northern California Broadcasting System after two weeks in the hospital with an infected foot. Meanwhile, Charles L. McCarthy has assumed the management of KQW, San Jose, recently acquired by Mr. Brunton.

REED MYERS of the sales staff of WGN, Chicago, was married July 1 to Miss Rue Tomlinson.

DAVID SANDEBERG joined KYA, San Francisco, as advertising manager in mid-July, coming from the publication *Western Advertising*.

Heads CBS Stations

BERNARD PROCKTER, formerly of the CBS program department, has been placed in charge of the network's relations with its eight owned and operated stations except for bookings of time. His title will be supervisor of Columbia owned and operated stations. Mr. Prockter has been with CBS practically since the present management took over. He will supervise the operations of WABC, WBBM, WKRC, WJSV, WBT, WCCO, WPG and KMOX.

BEHIND THE MICROPHONE

LARRY NEVILLE, former production man, has been named continuity director of KMOX, St. Louis. Brad Robinson has been appointed night supervisor.

FREEMAN F. GOSDEN, the Amos of Amos 'n' Andy, and Mrs. Gosden have left on a vacation trip to the Canadian Northwest and Alaska, and Charles J. Correll, Andy, and Mrs. Correll will sail July 17 for Europe. They will vacation for two months, returning to the air Sept. 17.

DORIS GILBERT FEIT, script writer of the NBC "Poet Prince" program, New York, is visiting her parents, Mr. and Mrs. L. Wolf Gilbert, in Hollywood.

JACK MURPHY has joined Hearst's KYA, San Francisco, as announcer, coming from the Pacific Northwest where he was affiliated with an automobile company.

MIKE GALLAGHER, formerly an announcer of KTAT, Ft. Worth, has been transferred to the program department of KNOX, Austin, Tex.

BEE BANGS has been appointed secretary of the Tommy Lee artists' bureau, Los Angeles.

JUDITH POSKA has been appointed concert master for KFWB, Hollywood. She had previously been with KMTR's orchestra a few months and previously was on CBS from New York.

CHARLES ANDERSON and John Heistend have joined the announcing staff of KFI, Los Angeles.

JAMES DILLON, who has been writing and producing plays at KGB, San Diego, Cal., has been placed in the position of traffic manager at the station.

CHARLES MARTIN, dramatic director of WMCA and the American Broadcasting System, left by airplane for Hollywood July 12. He expects to be back in New York Aug. 1. He plans to study motion picture production as a guide to improvement of radio presentations. On his return trip Martin will visit the Middle West sections ravaged by the bank raids of John Dillinger to collect first hand information for a radio series.

FLEMING ALLEN, former musical director of WLS, Chicago, has joined the production staff at the Chicago NBC studos. Allen has been producing the WLS Barn Dance, picked up by the network for Alka-Selzer.

MAURICE LOWELL is a new addition to the Chicago NBC production staff. Lowell has had considerable experience as a radio actor in Chicago and New York and holds an M.A. from the School of Speech, University of Wisconsin.

TOM FIZDALE, night editor of the NBC press department in Chicago, has resigned, effective Aug. 1.

RAY JACKSON, of Fresno, has joined the announcing staff of KTM, Los Angeles.

SARA LANGMAN, continuity writer at KFWB, Hollywood, and adaptor of the Warner Bros. film plots for broadcast, on July 1 entertained southern California radio writers at a midnight party in complement to Mr. and Mrs. George Fischer, newlyweds. Mr. Fischer is publicity director of KFWB, and Mrs. Fischer is a concert pianist.

REGINALD ALLEN, formerly program director of the New York studios of WHOM, Jersey City, has become production manager and announcer of WDNC, Durham, N. C.

BILL WILLIAMS, recently on the editorial staff of *Billboard* and a former newspaperman, has joined the publicity department of WMCA-American Broadcasting System, under J. Fred Coll.

3 out of 5

Rate WCAE First

Survey of Pittsburgh Apartment Hotels shows professional and executive groups prefer WCAE.

THE FACTS of radio in Greater Pittsburgh, including general business conditions, number of receiving sets, primary coverage map of WCAE's ultra-modern transmitter sent upon request.

WCAE, Incorporated

Basic Red Network

1220 Kcs. **1000 Watts**

Paul H. Raymer, New York, N. Y., Representative

Heap Big Chief Weir

JAMES SNEDDEN WEIR, studio manager of WOKO, Albany, N. Y., on June 27 joined the Reds—neither the Cincinnati baseball team nor the communists—by being made an honorary chieftain of the Onondaga Indians. The name Ha-Wa-Nis, which means "The Man with the Long Voice," was appropriately given to Weir during the ceremony conducted by Chief Lone Fox and his escort of 15 Onondaga Indians. The air was filled with war whoops, the beating of tom-toms and wierd chants as the Indian men, women and children celebrated in honor of their new chieftain. The entire proceedings were broadcast by WOKO.

LOWELL BLANCHARD, chief announcer at the University of Illinois station WILL for the past three years, is a new announcer at KYW, Chicago. He was senior class president in 1933 and came to KYW after serving as announcer on the public address system at A Century of Progress.

CHARLES W. HAMP, who recently returned to his home in Hollywood after a season with eastern radio, has started on KFI, Los Angeles, with three programs weekly. Earle C. Anthony, Inc., owners of the station and sales agent for Hudson and Essex cars, will sponsor the Hamp programs for the Hudson division.

MARJORIE STOCKDALE HEIDLER, secretary to Robert Kendall, assistant manager of the NBC Artists Service in Chicago, before her marriage last November, has returned as secretary to Mr. Kendall. Miss Dorothy Front has become secretary to Henry Selinger, Artists Service manager.

LARRY RHINE has joined the staff of KGB, San Diego, as announcer-writer. A graduate of the University of California, he has been public relations man for Western Union Co. and book reviewer for the MacMillan Co., book publishers.

Towers of Wood

GERMAN radio authorities continue to specify American pitch pine for all Reich radio towers over 50 meters high (about 164 feet), states a report to the State Department from the American vice consul at Hamburg, Alan N. Steyne. This choice, states Mr. Steyne, was made after due consideration of all suitable species of German and other European woods. The construction of high towers of wood, recently started in the United States also, has been made possible by the use of a system of "connectors" using discs, rings or plates to strengthen timber points up to eight times the ordinary belted joint.

WGN, Chicago, is now broadcasting play-by-play reports of the Chicago Cubs' baseball games during their road tours. All of the games are sponsored by the Walgreen Co., drug-store chain.

IN THE CONTROL ROOM

COMDR. E. C. RAGUET, former head of the radio division, Navy Bureau of Engineering, who has just returned from sea duty, has been appointed assistant director of naval communications, relieving Comdr. B. V. McCandlish, veteran wireless man, who has gone to sea as executive officer of the cruiser *Portland*. Capt. S. C. Hooper, although eligible for retirement, is remaining as director of naval communications.

AL CORMACK, technical director of KFRC, San Francisco, has transferred temporarily to KHJ, Los Angeles, to supervise its recent power increase to 2,500 watts daytime. Harold Peery of KHJ is replacing Cormack, who will return to KFRC about Aug. 1 to supervise a similar power raise for that station, and possibly will do the same for KGB, San Diego, at a later date.

HUDSON LYON, technician at KHJ, Los Angeles, early in July joined the ranks of radio-boatsmen at the harbor by buying a skiff. James R. Fouch, president of the Universal Microphone Co., Inglewood, and former owner of KMIC (now KRKD) early in July also joined the growing ranks of Los Angeles radio-marinists by building a 30 foot power cruiser.

FRED LANE, formerly an operator on commercial and marine stations in San Francisco, has joined the technical staff of KFVD, Culver City, Cal.

CHARLES BUTLER, Chicago NBC studio engineer, and Mrs. Butler are parents of a 7 pound 7 ounce son, born June 27.

HELEN NYSTROM, secretary to Howard Luttgens, central division engineer for NBC in Chicago, has just announced her marriage in April to Gene Orne, steel salesman.

C. J. GRIFFITHS, transmission operator of WDEL, Wilmington, Del., and Mrs. Griffiths are parents of an 8-pound son, born July 9.

JACK HAGEN LAWLER, studio engineer of WBZ-WBZA, Boston-Springfield, was married in June to Miss Anna Josephine Kelly, of Boston.

RAYMOND E. BRUNNER, chief control operator of WBAL, Baltimore, is convalescing from an appendicitis operation.

Opens N. Y. Office

GENERAL RADIO Co., Cambridge, Mass., equipment manufacturers, announces the opening of a New York office at 90 West St., telephone Cortland 7-9382. Myron T. Smith of the general engineering staff at Cambridge will spend part of his time in the New York office, with other engineers assigned there from time to time. Broadcasters are invited to contact this office when in New York, though correspondence regarding general matters should continue to be sent to Cambridge.

Delta-Raytheon Merger

MERGER of the Delta Manufacturing Co., Cambridge Mass., with the Raytheon Production Corp., Waltham, Mass., was announced June 14 by Maurice M. Osborne, Boston, advertising agency for Raytheon. The activities of the combined companies will be carried on under the name of Raytheon Manufacturing Co. Delta makes high voltage rectifiers for broadcast stations. There will be no change in its organization and all products formerly made by Delta will be sold by Raytheon's electrical equipment division.

W-L-W

"the Nation's Station"

500,000 Watts

Most Powerful in the World

Merchandising Service

consisting of reports from the field, obtained by actual contacts with wholesalers and retailers, is now available to ALL WLW clients.

Complete details concerning this service will be sent upon request.

RADIO STATION

W·L·W

THE CROSLEY RADIO CORPORATION • CINCINNATI

Clothing Store Creates Own Broadcasting Studio

A RADIO sponsor so pleased with its broadcast advertising that it has built its own studio with a capacity of 1,500 spectators is the Palace Credit Clothing Co., of Pittsburgh, which is on KQV from 12:30 to 1 p. m. six days a week.

The Radio Playhouse, as it is called, occupies the entire basement of the clothing store. The studio, dedicated last month, was the result of a year's trial of radio by D. J. Bonwit, head of the company. Mr. Bonwit, incidentally, was the first to sponsor Dick Powell, now a nationally known movie star, in his "Palace Radio Review."

The result of the promotional attraction has been a large increase in business, according to Mr. Bonwit, and the entire cost is less than what the store formerly spent on newspaper advertising.

The studio stage accommodates a complete orchestra, soloist, and a master of ceremonies. Herb Angell is the announcer.

"The Family Circle"

SAFEWAY STORES, INC., southern California chain of retail grocery outlets, with headquarters in Los Angeles, on July 2 started a program on KFWB, Hollywood, with a half hour morning show five days a week on a three months contract, handled direct. Sponsor will use the name "The Family Circle," which is also the title of the magazine which is issued free from its stores weekly.

HAHN'S, ★

PITTSBURGH'S LARGEST GROUP
OF FURNITURE STORES,

★ on KQV

There are 5 HAHN'S FURNITURE STORES in the Pittsburgh trading area (in East Liberty, Braddock, South Side, North Side and Carnegie).

KQV thoroughly covers this wide territory.

The splendid job KQV is doing for other Advertisers was the determining factor in HAHN'S choice of Stations.

HAHN'S SCHEDULE ON KQV IS
15-MINUTES A DAY, 6 DAYS A WEEK

KQV

PITTSBURGH, PA.

CHAMBER OF COMMERCE BUILDING

Station Relations With Agencies

(*Continued from page* 13)

this is the solution of the problem although it may be good life insurance for the brokers themselves.

Specialist's Future Dark

THIS MIGHT seem an argument for the entertainment specialist who is at present trying to find his niche. Your committee can see little future for this specialist. In theory he might be of considerable service except for certain definite obstacles. His services mean an added expense to the program. As agencies develop their radio departments, there is less need for the entertainment specialist. The probability of constant differences of opinion between the specialist and the agency or the specialist and the client and station provides just one more factor to be considered in planning a program and carries no guarantee that the specialist's opinion is any better than that now available.

One real contribution which the time broker has made has been his continual demand upon the stations for more and better information in regard to coverage, programs, etc. The agencies inquired, when they had potential clients. The time broker had to get this information first and find his clients afterwards. While beside the point, many stations have not yet begun to do an efficient job on gathering factual information. Too many times published station figures indicating coverage, etc., reflect desires rather than actualities. What is many times furnished the agencies is history rather than news.

Now, as to the reactions of the agencies toward time brokers, opinions are divided. Many agencies admit the worth of services rendered by time brokers, others are just as emphatic in their denunciations. The majority seems to agree, however, that yearly there is less need for the time broker.

However, the exclusive station representative seems to be assuming more importance. The agencies regard the exclusive representative with much less suspicion, probably due to their long practice of dealing with exclusive representatives of newspapers and magazines.

It is to be regretted that there has not been set up a permanent virile group representing the stations to which the agencies might turn either directly or through the medium of their own committee when problems affecting relations between agency and station arise so that differences of opinions or petty annoyances might be adjusted at the time they occur rather than after they become a sore spot of exaggerated importance.

The Network Problem

MANY advertisers still do not appreciate why, when they use a network, they are forced to pay for coverage in many cities they do not desire. Of course both advertiser and agency know the answer but do not always accept the reason. There is still too much difference between network prices and those of local stations. There are many strong arguments for regional networks which can be sold in part if the whole is not desired, and agencies as a whole look with favor on this proposal.

Factors such as the foregoing also seem to lead to an increasing use of transcriptions by national advertisers. Further improvements in the transcriptions, as well as in station equipment, will give the national networks something to consider.

It is a fact, of course, that the major difficulties which we faced in our contacts with the agencies eight or ten years ago are today non-existent. Both agencies and stations have given much evidence of more cordial relations today than ever before.

If the broadcasting code did nothing else, it forced stations to issue rate cards with a complete picture of what each broadcaster had to sell for the use of agencies, stations and clients. It seems ridiculous that we had to wait until the government forced us to take action before supplying this information to the very men we looked to to sell our facilities and service.

The questions now before us are how much further we may go or should go and what standard form may be adopted by the stations. What yardstick can be applied with equal efficiency to all stations? What should or should not be done along merchandising lines and personal services? All of these questions are pertinent to our mutual success.

All of this seemingly lengthy report would indicate your committee's reaction to its assigned duty to be about as follows:

1—The trend seems to be toward exclusive station representation This may be through an office maintained by one radio station or by an organization whose function it is to represent on an exclusive basis one or more stations in the sale of time, such organizations to function along the same plan as those now maintained by newspapers and magazines.

2—The stations must develop and furnish to agencies more factual information concerning coverage, service, etc. Eventually they should set up a yardstick of at least sufficient reliability to be applied with equal efficiency to all stations. Work along these lines should be inaugurated at once.

3—Talent or entertainment brokers depending entirely on service to either agencies, stations or clients are not yet warranted and may never be. However, stations and agencies must consider their own need for study and experience in the entertainment field.

4—Consideration of stations' time charges in relation to charges made by networks for same facilities is worthy of study.

5—That either this or another committee or perhaps the NAB commercial committee as a whole should establish and maintain close and constant contact with the advertising fraternity for the continual discussion of current problems.

It is the opinion of your committee that the NAB, through its commercial committee and in cooperation with advertising agencies, should actively campaign to carry out these recommendations, and we also recommend that this or another committee be named to promote this campaign.

Campaign via Radio

CALIFORNIA activity to capture the primary elections for governor has resulted in the use of radio to a larger extent than any previous campaign. Local stations and sectional networks are being used up to the August elections. Amount of budget for individual campaigns apparently ranges from 40 to 85 per cent of each candidate's budget going into the broadcast medium. On July 16 C. C. Young, candidate for governor, uses an evening 15-minute spot on eight Don Lee stations, which he has also scheduled for Aug. 2, 8, 15, 20 and 27 through Charles Park Advertising Agency, San Francisco. His rival, Raymond Haight, used the same network May 31 through John W. Hunt agency, Los Angeles, and on July 5 E. F. Treadwell, seeking the lieutenant governorship, used the same network, direct.

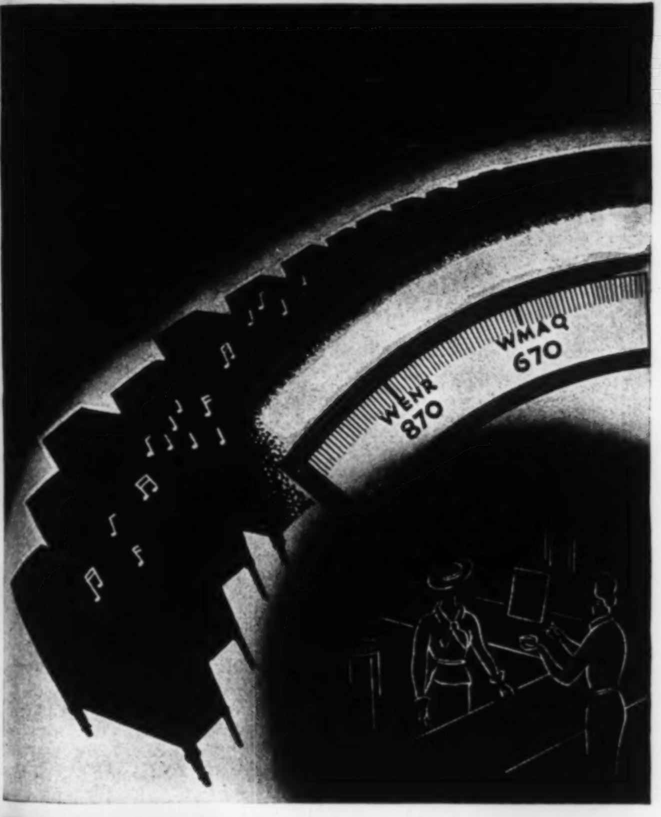
New Musicians' Scale

LOS ANGELES Musicians Protective Union has announced new wage scale for musicians employed in making transcriptions. The new rate schedules fixes $15 for the first hour or fraction thereof, and $5 for each half hour or fraction overtime. The former scale was $10 an hour.

power
coverage
popularity
results

WMAQ AND WENR
CHICAGO

prove that CONSISTENT ADVERTISING PRODUCES RESULTS



IN AMERICA'S SECOND MARKET

Capitalize on the responsiveness of the millions of listeners in the Chicago area who habitually turn to 870 and 670 on their dials for their favorite programs. WMAQ and WENR are sales-producers for the 72 network advertisers and the 24 spot advertisers currently (July 2, 1934) using these two stations.

The entire facilities of the National Broadcasting Company are available to advertisers, national, sectional, and local who desire to reach this $2,000,000,000 retail market through the more than 1,300,000 receiving sets served economically and effectively by these two stations.

For detailed information on coverage (that counts), rates (that are low), and results (that pay dividends), contact either station or any of the offices listed below:

NBC
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

The 8 Major Markets and Trading Areas of California Each Have a Don Lee Broadcasting Station.

◆

The Listening Audience receives the Columbia Coast-to-Coast and the Better Local Programs of the Firms It Does Business With

◆

There Is a Loyalty to Don Lee Stations That Makes Them Important to You If You Sell Anything in California

If you want to sell the Coast, or any part of it, better write or wire for detailed information.

DON LEE
Broadcasting System
C. Ellsworth Wylie
General Sales Manager, Los Angeles

•

Los Angeles, KHJ — Fresno, KMJ
San Francisco, KFRC — Stockton, KWG
San Diego, KGB — Sacramento, KFBK
Bakersfield, KERN — Santa Barbara, KDB

(Northwest Unit)
Portland, KOIN — Seattle, KOL
Tacoma, KVI — Spokane, KFPY

•

Los Angeles Office.....7th at Bixel St.
San Francisco Office..1000 Van Ness Ave.

European Reallocation Brings Better Reception

GENERAL satisfaction with reception conditions brought about by Europe's wave length reallocation of Jan. 15, 1934, is reported from Geneva and London where the International Broadcasting Union held meetings recently. Assignments in the 550-1500 kc. band, in which North American stations also operate, were found to be working well, but the long wave assignments on selected waves between 154-262 kc. have not proved quite so satisfactory. The 15 stations operating on these long waves are being shifted about to make for less interference, with Luxembourg, the 200 kw. commercial broadcasting station operated by French, German and Dutch interests, retaining its 1304 meter channel. The Technical Commission of the Union is awaiting the meeting of the International Consultative Committee on Radio-Communications at Lisbon, Portugal, next September to discuss its various technical problems.

"COMSTOCK LODE" captions a new weekly program on KNX, Hollywood, for Consolidated Chollar, Gould & Savage Mining Co., Virginia City, Nev., handled through Elwood J. Robinson, Jr., Los Angeles financial advertising agency. Sherman Bainbridge, who has supervised oldtime drama in Los Angeles the past two years on KTM and KFWB, will write and produce the dramatic sketches recreating the famous old gold rush and boom days of Nevada.

FCC Will Continue Application Rules

Old Commission Procedure Adopted for Present

BY VIRTUE of the FCC's action July 11 continuing all Radio Commission procedure with respect to the handling of radio applications until such time as it completes the organization of new divisions, all docketed hearings and all pending or new applications will be carried forward by the new commission. The last fortnight has seen a substantial diminution in applications filed, and no decisions have been handed down since the last Radio Commission meeting June 29, when some 200 cases were cleared.

Applications filed having to do with broadcasting since the June 29 meeting are as follows:

JULY 3

WCAO, Baltimore—Modification of license to increase D. power from 500 w. to 1 kw.

WGPC, Albany, Ga.—License to cover CP to move station to Albany, Ga., and install new equipment.

KTRH, Houston, Tex.—License to cover CP for changes in equipment and increase in power from 1 kw. to 1 kw. night, 2½ kw. D.

KOOS, Marshfield, Ore.—CP to make change in equipment, increase power from 100 w. to 250 w. and change frequency form 1370 kc. to 1200 kc.

KFWB, Hollywood, Calif.—CP to make change in equipment and increase D. power from 1 kw. to 2½ kw.

KWKV, Waiakea, T. H.—Modification of CP to extend completion date from 7-1-34 to 8-1-34.

NEW, W. L. Gleeson, Sacramento, Calif.—Special experimental authorization to erect a new station on 1490 kc., 5 kw. power, unlimited time; transmitter over 6 miles south of Sacramento on Sacramento River; studio location to be determined in Sacramento.

NEW, W. L. Gleeson, Alameda, Calif.—CP to erect new station on 1500 kc., 100 w. power, unlimited time; transmitter in Alameda; studio at Hotel Alameda.

Applications returned: WHDH, Boston—Modification of license to change power from 1 kw. to 1 kw. until sunset in Denver and 500 w. thereafter and change time from D. to unlimited; KSD, St. Louis—Modification of license to increase night power from 500 w. to 1 kw.

JULY 6

NEW, Irving D. Sisson, Pittsfield, Mass.—CP for new station on 950 kc., 1 kw., D. Transmitter site to be determined at or near Pittsfield. Studio located Park Hotel, Pittsfield.

WNYC, New York—Modification of license to increase power from 500 w. to 1 kw.

WJAR, Providence, R. I.—Extension of special experimental authority to use additional power at night of 250 w. (licensed already 250 w. night, 500 w. D.) for regular license period, 9-1-34 to 3-1-35.

KGNF, North Platte, Nebr.—Modification of license to increase D. power from 500 w. to 1 kw.

KVOS, Bellingham, Wash.—License to cover CP to move transmitter and studio locally.

Applications returned: WKFI, Greenville, Miss.—Modification of CP granted 10-10-33 to move station to Greenwood, Miss., and extension of commencement and completion dates; KGNF, North Platte, Nebr.—CP to install new frequency control equipment; WCFL, Chicago—Modification of CP to extend date of completion to 2-1-34; NEW, W. L. Gleeson, Alameda, Calif.—CP for new station on 1500 kc., 100 w., unlimited time; KFJI, Klamath Falls, Ore.—CP for new equipment to change system of modulation.

JULY 11

NEW, Willis T. Shaughnessy, Bay Shore, N. Y.—CP to operate on 1370 kc., 100 w., unlimited time. Transmitter site to be determined in Suffolk Co., N. Y. Studio, Bay Shore, N. Y.

NEW, Raymond L. Hughes, Midland, Tex.—CP to operate on frequency of 1200 kc., 100 w. power, D. Transmitter on U. S. Highway No. 80, outside city limits. Studio in Midland.

Applications returned: WSDU, New Orleans—Voluntary assignment of license; KWK, St. Louis—Special experimental authority to increase power from 1 kw. to 2½ kw., also make equipment change; WTRC, Elkhart, Ind.—Voluntary assignment of license to Truth Radio Corp.

JULY 12

NEW, William M. Mace, Saranac Lake, N. Y.—CP for new station on 1370 kc., 100 w., unlimited time. (Requests facilities of Station WGLC.)

KGRS, Amarillo, Tex.—CP for change in equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. D.

WCFL, Chicago—Modification of CP to extend completion date to 2-1-35.

KLS, Oakland, Cal.—Modification of license to change time from D. to unlimited.

NEW, Great Western Broadcasting Association, Inc., Logan, Utah—CP for new station 1500 kc., 100 w., unlimited, and CP for new station at Provo, Utah, on 1210 kc., 100 w., unlimited.

Application returned: WDZ, Tuscola, Ill.—CP to change equipment and increase power from 100 w. to 250 w. (incomplete).

EXAMINER'S REPORT

WLEY, Lowell, Mass.—Examiner Walker recommended (Report 574; Docket 2408) that application of Albert S. Moffat for authority to move station to Lowell, Mass., without change in operating assignment be granted.

Proctor & Gamble Series

STARTING a new series titled "Drums Come True" on a 46-station NBC-WEAF and supplementary hookup July 16 for Camay Soap, Proctor & Gamble Co., Cincinnati, a big user of network and spot time, next Oct. 2 will also place Tim Healy and his "Ivory Stamp Club" for Ivory Soap on 24 NBC-WEAF and supplementary stations. Both accounts call for late afternoon 15-minute periods thrice weekly, the former being handled by Pedlar & Ryan, New York, and the latter by the Blackman Co., New York. For Crisco, the Blackman agency is also starting an undecided program five afternoons weekly on WJZ only, beginning July 23.

The New

JACKSON **WIBM** MICHIGAN

Michigan's Finest Local Radio Station

Agencies: Note these facts, which are the basis for the unusual success now being enjoyed by the New WIBM

Variety published recently the longest list of new accounts on WIBM that has appeared for any station in that publication for some time.

63 Stations, from coast to coast, receive sustaining programs regularly, originating at WIBM, including the Canadian Radio Commission, and the Michigan Radio Network.

Coverage is such that a church in Hillsdale, Michigan, 50 miles away pipes in a night-time remote.

Studios and Control and Transmitter Room are constructed with huge 16-foot show windows on street level in the heart of Jackson's business district.

WIBM's business is showing a steady increase each month, right through the summer. Next fall it's going to be great!

WIBM is doing the good job in Central Michigan

Unlimited Time on 1370 Kilocycles

WIBM, Incorporated
Radio Block
Jackson, Michigan

Basic Station Michigan Radio Network

Buy Your Peak Audience Now—for Fall Delivery!

You still can—on WOR!

FROM all indications, WOR will be the only one of New York's "Big Four" stations in a position to give advertisers the best evening periods this Fall. Wise advertisers are beating the gun and making their reservations early for these choice listening periods.

Naturally you'll want to get the most value from your radio investment this Fall and will want to buy the time when you can be assured of the biggest audience. Since some of these choice spots are still available on WOR it is quite possible that you can have the particular period you feel is "best" for your program.

Moreover, WOR, with no network affiliation, can offer you PROTECTION on the time you buy—for the entire term of your contract. A very important point because once you start building up your audience at a particular period, you don't want to be switched. No fear of that on WOR!

WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. • NEWARK, NEW JERSEY
Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. • Boston: James F. Fay, Statler Bldg.

K
COMPLETE N.B.C. SERVICE
V
O
25,000
WATTS
TULSA, OKLA.
O
The Most Powerful
Station between
St. Louis,
Dallas and Denver

Radio War Casualty

WOUNDED in the battle of Chateau-Thierry 16 years after the Armistice! Such is the sad story of Ray Kelly, NBC sound effects chief. His hand was caught in the mechanism as he operated the thunder machine in Radio City during a special program depicting the exploits of the famous Second Division in action. After bandaging the wound he heroically continued through the entire engagement and was still working when the final "cease firing" order was sounded.

Plan Ultra-Short Net

A NETWORK of ultra-short wave broadcasting stations is being planned in Germany, Herr Eugen Hadamovsky, director of the Reich radio system, recently announced. The increase of 1,000,000 in the number of radio sets licensed in Germany, largely brought about by Hitler's order that cheap sets be produced on a mass scale, has opened a source of additional revenue to build the proposed chain, said to be needed to give the country districts coverage. Special ultra-short wave receivers will be needed, but these can readily be marketed in Germany where the Nazis have "coordinated" radio along with the press.

"Out of 17 stations used, Nashville stood head and shoulders above the others in retail sales response . . . "

. . . *wrote Mr. Williams, of Reincke-Ellis-Younggreen & Finn*

The moral is obvious:
BUY WSM, NASHVILLE!

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.
NASHVILLE, TENNESSEE

Exclusive National Representative
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Cleared Channel **Unlimited Time**
WSM
NBC Affiliate **50,000 WATTS** **650 Kilocycles**

NBC-CBS CHAMPIONSHIP—They fought for the booby prize in the annual golf tournament between the NBC and CBS Washington staffs, July 8. "Victor" was Harold Gray, CBS announcer, with the most whiffs, buzzards and lost balls. Frank M. Russell, NBC vice president, was a close runner-up. NBC won the main contest on points, having 11 players to 7 for CBS. In this picture are the teams, Top row, left to right: Ed Rogers, Kenneth Berkeley, John Dodge, Fred Shawn and Frank Russell, all NBC. Second row from top: Phil Merryman, Bill Coyle, Bob Terrill, Bob Youse, Keith Williams and Carlton Smith, all NBC. Third row: Larry Elliott, Wallace Kent and Bruce Geddes, all CBS. Seated: Jess Willard, Harold Gray (with his booby trophy), Harry C. Butcher and Harold Forry, all CBS.

Complete Radio Market Analyses Are Advocated

PAULINE ARNOLD, discussing radio checking in the July *Market Research*, says: "The methods commonly used give us results which are almost purely quantitative. What is needed is a method of research which will enable us to evaluate the radio audience in terms of prospective desire and purchasing power. There are no insurmountable difficulties. All that is needed is a demand on the part of advertisers for a more complete analysis of the radio market."

Pauline Arnold is vice president of the Market Research Corporation of America, Rockefeller Center, New York, and is a pioneer in broadcast analysis and checking. She has recently completed what is claimed to be the largest radio audience survey ever attempted, under the auspices of NBC.

Northwest Paper, Once Anti-Radio, Goes on Air

FOR THE FIRST time in the history of the northwest, where newspaper-radio rivalry has hitherto been intense, a newspaper has contracted for radio time on WCCO, Minneapolis. The newspaper is the *Minneapolis Journal*, which has been staging a "March of Time" type of broadcast twice weekly to dramatize its various departments with the object of promoting its Sunday edition. A cast of 30 persons is employed under the direction of Hayle Cavenor, WCCO program and production manager, assisted by Ted Hedinger.

The series will be suspended until September but the newspaper will remain on the air with a commentator on northwest news. The *Minneapolis Journal*, in partnership with the *St. Paul Dispatch* and *Pioneer Press*, recently also purchased WRHM, Minneapolis.

Sir Charles Reelected

VICE ADMIRAL Sir Charles Carpendale, a controller of the British Broadcasting Corp., for the tenth successive time was elected president of the Union Internationale de Radiodiffusion, Europe's voluntary broadcasting organization, during its June meetings in London, which were attended by 73 delegates from 20 countries. Marcel Pellenc, inspector general of broadcasting in the French radio service, was elected to the vacancy among the vice presidents. Reelected to the bureau of the council as vice presidents were Baron van den Boach, Belgium; Chamberlain Lerchse, Denmark, and Dr. Enrico Marchesi, Italy. Maurice Rambert, Switzerland, was named delegate. The next meeting of the U. I. R. will be held in Switzerland in February, 1935.

Now Ready!
"Summer Listening Habits in Greater Milwaukee"
New June survey made from 32,000 "at-the-moment" calls
W T M J
THE MILWAUKEE JOURNAL STATION
Obtain your copy from W T M J, or
Edward Petry & Co.

NO SUMMER VACATIONS *on* CKLW

IT TAKES MORE THAN HOT WEATHER TO DRIVE ADVERTISERS OFF THIS STATION . .

THEY KNOW THAT CKLW'S AUDIENCE IS IN A "BUYING MOOD" 12 MONTHS A YEAR

CKLW consistently broadcasts more local advertising than any other network station in the vast and lucrative Detroit market.

• • •

CKLW

INTERNATIONAL CLEARED CHANNEL

5000 WATTS-840 K.C.

IN THE CENTER OF THE DIAL

Columbia Basic Network

UNION GUARDIAN BLDG.
DETROIT, MICHIGAN

GUARANTY TRUST BLDG.
WINDSOR, ONTARIO

"Perfect Radio Voices" Picked by Freeman Lang

WINNERS of southern California's "perfect radio voice" contest, conducted by Freeman Lang, Hollywood transcription producer, were announced July 1 as Jeanette Nolan and Hanley Stafford. Judges were Ben McGlashan, owner of KGFJ; K. G. Ormiston, chief engineer of KNX; Douglas Shearer, chief recording engineer for M-G-M studios; E. K. Barnes, former KHJ director, and Mr. Lang.

Miss Nolan was the lead in "Air Mail Mystery" and "Prison Mystery," Radio Transcription Co. of America transcriptions. Mr. Stafford is currently in the KHJ "Calling All Cars" series, and has taken dialect parts in many recorded programs.

Prizes will be awarded officially at the dedication of the new Freeman Lang sound studios late in July or early August. Awards included the master records with the judges' signatures etched thereon and an engraved certificate.

Ed Wynn Returning

EMPLOYING practically the same nation-wide network hitherto used, the Texas Co., New York (Texaco gas and oil) will return to the air with Ed Wynn and Graham McNamee on Oct. 2, using the NBC-WEAF and supplemental outlets on the same spot it previously occupied, namely, Tuesdays, 9:30-10 p. m. Ed Wynn has been vacationing this summer. Hanff-Metzger, Inc., New York, handles the account.

WHO REMEMBERS?

WEBC Rewards Listeners Who Recall Announcements

A NOVEL scheme to make listeners pay attention to commercial announcements and to promote business during the ordinary dull months of July and August has been devised by Thomas Gavin, business manager of WEBC, Duluth.

Each day listeners are asked five questions regarding announcements broadcast the previous day. Prizes of $5, $3 and $2 in cash are awarded the winners, and in case of a tie duplicate awards are made.

Questions are something like this: "What store advertised silk stockings yesterday at 79 cents a pair?" or "What is the name and telephone number of the firm which yesterday advertised a certain brand of mattress selling at $19.10 each?"

Department Stores In Smaller Cities Find Radio's Value

Out-of-Town Patrons Drawn By Weekly WGY Program

By P. DATER SHAUL

Holzheimer & Shaul Department Store, Amsterdam, N. Y.

BAMBERGER in Newark and the Shepard Stores in Boston have demonstrated that radio broadcasting sponsored by department stores day in and day out, definitely promotes good will and sales.

However, dealers in cities from 20,000 to 50,000 population have felt that a high power station provides excess coverage outside of their own trading areas. Many such business men believe that a 5-minute message in a cooperative program or a quarter hour program of entertainment and shopping information would be lost sight of in a day of broadcasting and that the return would not warrant the radio time cost.

Failure to Follow-up

IN MANY cases, in the past, radio has been charged with failure to put over a message because a dealer neglected or refused to follow up his air message with recommended tie-in advertising and with expert display of merchandise.

WGY, Schenectady, recently sold Holzheimer & Shaul a 13-week contract of 15-minutes weekly. Popular talent was selected to build around the weekly sales message, and we gave the WGY commercial department free rein in promoting tie-ins.

Each week a radio special item was stressed on the program. The particular article, hosiery, gloves or linen, was skillfully displayed in the window, and special WGY radio cards were used both in our window and on our counters drawing attention to the broadcast. In addition the article itself was displayed in the store.

Audiences Invited

AS A SPECIAL feature, we invited store patrons to apply for tickets to the WGY studios to witness a broadcast. Monthly statements to charge account customers carried notices of the broadcast and the invitation and newspaper advertising carried short boxed announcements of the air programs and of our invitation.

However, we did not stop with the promotion of the sale to the advertiser. We sold our own sales force on the radio idea by getting sales cooperation. If the article advertised were hosiery, the buyer or saleswoman in charge of the hosiery department was selected to deliver the sales message on the air.

Results Convincing

THE RESULTS over a period of 13 weeks more than justified the expenditure and have convinced us that radio can and does sell. On one broadcast a hosiery special was advertised and as a result the store experienced one of the best hosiery days in its history. A glove special met with even better results in a three-day sale. These results were obtained in practically every instance where a sales special was promoted.

Over and above the actual and immediate cash sales return we received daily evidence that our program had created good will for the store. Buyers who had never been in the establishment before were attracted from neighboring cities. Applications for tickets to the broadcast came from many who had not previously traded in the Amsterdam trading area. We are convinced ~~that~~ not only did WGY extend our trading radius but that it gave the store a more intensive and stronger personal approach within the city and county which it has served for many years.

Regional CBS Station covering the richest, most thickly populated manufacturing section in North Carolina

IN THE CENTER OF THINGS

Located in the heart of Piedmont Carolina's vast manufacturing belt. Over 65% of the world's cigarettes are produced within a radius of 50 miles. Advertisers looking for coverage in this rich area can profitably use WBIG as a key station. Entirely new management.

NEW RATE CARD
EFFECTIVE SEPTEMBER 1ST

WBIG

Owned and Operated by

North Carolina Broadcasting Co

Greensboro, North Carolina

Joseph M. Bryan, President
Karl Ljung, Jr., Vice President & Treasurer
Edney Ridge, Secretary & Manager

FCC Retains Radio Status Quo

(*Continued from page 7*)

tions Act, continued in effect until modified, terminated superceded, or repealed by the Commission or by operation of law."

Upon application of NBC and CBS, the FCC at its first meeting authorized these two networks to continue feeding their programs to outlets in Canada under temporary permits. This was done because of the provision in the Communications Act specifying that no station or network may maintain studios in foreign countries without specific authority from the FCC.

Foreign Program Order

THE SPECIFIC order follows:

In order to continue existing service pending receipt of and action upon applications under Section 325 (b) and (c), the Commission ordered that temporary licenses be issued to the National Broadcasting Company, Inc., and the Columbia Broadcasting System authorizing the maintenance and use by them, or by any person subsidiary thereto, or affiliated therewith by contract or otherwise, of any existing radio broadcasting studios or other apparatus from which programs are produced and transmitted to a radio broadcasting station in Canada, said permit to contain the following express condition:

This permit is issued upon a temporary basis only and is subject to cancellation at any time by the Commission without notice or hearing. The authority herein granted shall not be construed as a finding that the location, maintenance or use of said studios for the purposes of this permit will be in the public interest, convenience or necessity beyond the express terms hereof.

At the press conference, major interest was manifested over steps to be undertaken by the FCC in connection with rate regulation of the A. T. & T. On this score, Judge Sykes reiterated that no plan of procedure would be adopted until the telephone division is created and blocks out its own procedure.

"The FCC," said Chairman Sykes, "has a very important and very useful work to do for the entire country. It will do its utmost to perform that task in the public interest."

Mr. Spearman, the FCC's new general counsel, comes to that agency well qualified for the post. A Mississippi Democrat, he is leaving a lucrative radio practice in Washington to accept the general counselship. Before his appointment as Radio Commission assistant general counsel in 1929, he was legal advisor to the Mississippi Railroad Commission, and has had much experience in telegraph and telephone rate regulation, as well as radio law. He resigned from the Radio Commission in 1931 to become a partner in the law firm of Littlepage & Littlepage, in Washington.

Selection of Mr. Pettey as FCC secretary, like Mr. Spearman's selection, was regarded as a certainty immediately after the new law was passed. Both appointments were forecast in the July 1 issue of BROADCASTING. Mr. Pettey has been the administration's radio liaison officer and White House radio contact. He was named secretary of the Radio Commission in March, 1933, after having served as radio director of the Democratic presidential campaign committee during 1932.

John B. Reynolds, assistant secretary of the Radio Commission for the last three years, will continue in that capacity. Similarly, it is expected that practically all of the old Radio Commission's staff will be reappointed sometime during the 60-day temporary employment period. The Radio Commission's appropriation for the 1935 fiscal year, amounting to $640,000, will be used to defray the FCC overhead until Congress convenes, at which time a deficiency appropriation will be sought.

Seek Assistant Counselships

IT IS EXPECTED that George B. Porter, acting general counsel of the old Commission will be appointed shortly as assistant general counsel of the FCC. Fanney Neyman, one of the veterans of the old Commission and considered one of its ablest attorneys, also is slated for such a post, along with Albert Stephan, I. C. C. examiner, who served as clerk of the Senate Interstate Commerce Committee in the drafting of the communications legislation. Miss Neyman is endorsed by a number of Senators, while Mr. Stephan is known to be recommended by Senator Dill, I. C. C. Commissioner W. M. W. Splawn and Railroad Coordinator Joseph B. Eastman.

There are a number of other candidates for assistant general counselships. These include John Wesley Weekes, of Georgia, for more than a year a Radio Commission attorney who has the endorsements of Georgia's Senators and Congressmen, Harlee Branch, Second Assistant Postmaster General, and others. Another candidate is Andrew G. Haley, of Washington State, also a Radio Commission attorney, who is sponsored by the

..is WLS
BARN DANCE *popular?*
poll in 42 states
gives you the answer!

What are your favorite radio programs? That's the question asked 100,000 well-to-do farmers in a recent survey made by the magazine, "Electricity on the Farm." Of all the programs on the air, day and night, over the networks and individual stations, WLS Barn Dance stood 9th in preference. Let us send you the complete facts on this survey.

Again and again investigations prove that WLS has a loyal, unswerving audience that tunes in, listens attentively and buys the products and services advertised. Every survey unmistakably points to the fact that this station is good to use—sure to bring results.

There are a few periods available on the WLS Saturday night Barn Dance. Here's your opportunity to test the pulling-power of this station. The rate is less than you expect to pay for reaching such a vast rural, small town and metropolitan market—you reach the country and the city at the same time with WLS.

Any individual station that is 9th in a 42 state poll is worth using.

We'll call any time, anywhere . . . say when and where.

50,000
WATTS
WLS
870
KILOCYCLES

THE PRAIRIE FARMER STATION
1230 W. Washington Blvd.
CHICAGO
Burridge D. Butler, President
Glenn Snyder, Manager
New York Office: Graham A. Robertson, 250 Park Avenue

OVERLOOKING
SAN FRANCISCO
•
Comfortable rooms·
hospitable service
...excellent cuisine
FOUR MINUTES FROM
SHOPS AND THEATRES
•
MARK HOPKINS
AND
THE FAIRMONT
HOTELS
TARIFF FROM $4.00 A DAY
$3.50 AT THE FAIRMONT
GEO. D. SMITH · GEN. MANAGER

Washington Congressional delegation. Frank Robertson, of New York, and James J. Laughlin, of Washington, have applied for these positions also.

Dr. Jolliffe's appointment as chief engineer is considered a certainty, despite the candidacies of several other outside engineers. Like the general counsel, the chief engineer will have three assistants. It is probable that Andrew D. Ring, who has distinguished himself as senior broadcast engineer of the Radio Commission, will become assistant chief engineer in charge of broadcasting. That post now is held by V. Ford Greaves, who is likely to be named inspector in charge of the San Francisco office of the FCC. Lieut. E. K. Jett is certain to remain as an assistant chief engineer, probably for the telephone division.

Many Other Candidates

OTHER candidates for assistant chief engineer include Comdr. William Justice Lee, Naval Reserve communications officer, who also is a candidate for director of the communications division; W. L. Fulton, of Washington, formerly principal valuation examiner of the I. C. C.; Henry Ladner, of Jersey City, N. J., formerly with the A. T. & T., and Samuel T. Price, of Paulding, O.

Among the candidates for the post of director of the radio division is Capt. Roger W. Yoemans, of California, a former Signal Corps officer, and until 1932 in charge of radio lines for the A. T. & T.

A score of applicants for the directorship posts are not confining their efforts to any particular division, but seem to be seeking any one of the three posts.

Applicants for director of the telephone division include Victor Russell, secretary to Senator Sheppard of Texas, who was formerly with the Southwestern Telephone Co., and who has had 15 years experience in that field. He bears the endorsements of the Texas delegation and of Secretary of Commerce Roper.

Senator Black's Associate

OTHER candidates for this post are A. G. Patterson, of Alabama, formerly president and chief investigator of the Alabama Public Service Commission, and recently associated with Senator Black (D.), of Alabama, in the air and ocean mail contract investigations; William H. O'Brien, of Massachusetts, said to be identified with the Massachusetts Utilities Commission; W. G. H. Finch, chief engineer of the Hearst radio subsidiaries and a well known engineer, and Christopher J. Walbran, of New Jersey, a veteran engineer in telephony and telegraphy.

Among those seeking the directorship of communications are Commander Lee, Mr. Patterson, Paul De Hoff Reed, of Frederick, Md., a former newspaperman who was with CBS from 1929 to 1931, and John Ruttledge McGhee, of Washington, D. C.

Strongly endorsed for directorships are Robert Bartley, nephew of Rep. Rayburn and now secretary to I. C. C. Commissioner Splawn, and Ray Hall, of New York, formerly editor of Pathe News and now in publicity work in Washington. Mr. Hall as Pathe official, was associated with M. H. McIntyre, of the Roosevelt Secretariat, who for several years was Pathe's Washington manager.

The only other remaining non civil-service posts on the new Commission are those of examiners and special assistants to commissioners who will be listed as secretaries. The latter posts will pay $4,000 per year. Understood to be seeking one of these assignments is George Akerson, former secretary to President Hoover, and a former Washington newspaper correspondent. Ralph L. Walker, senior examiner of the Radio Commission, probably will continue in some similar capacity with the FCC. The only other examiner is George H. Hill, also likely to be renamed.

The FCC will occupy its present quarters in the new Post Office Department building, and has acquired 10,000 feet additional space contiguous to its present space in the adjacent I. C. C. building.

FCC Asked to Consider Broader Applications Of Synchronized Radio

A PLEA to the new FCC that it give careful and sympathetic study to the subject of synchronization of broadcast stations on the same channel, declared to be "now a demonstrated fact," was made by O. H. Caldwell, former radio commissioner and now editor of several McGraw-Hill technical publications, in a statement on July 3.

The old Commission, Dr. Caldwell said, has repeatedly balked at permitting synchronizing or common frequency operation. "Equipment is all ready, complete experiments have been made, and several successful individual installations are in use," he declared. "Synchronizing seems the only ultimate avenue for solution of a whole group of problems that are facing broadcasting."

Dr. Caldwell declared that all of the present "headaches" of broadcasting seem to find their solution in synchronization, intelligently applied. Some of the needs for which this multiple station operation supplies prompt answers were enumerated as wider channels (15 to 20 kc.) for high-fidelity broadcasting; efficient use of broadcast channels; channels to meet demands of Canada, Mexico and Cuba; common frequency broadcasting by chain stations with high fidelity; positions in the spectrum for stations requiring good local coverage and higher wattage distributed among synchronized transmitters.

Sensible interpretations by the FCC of the "iniquitous Davis amendment" also was advocated by Dr. Caldwell. He said such an interpretation, if applied to synchronization, will encourage rather than restrict good radio service.

CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink, chocolate syrup), has placed its advertising with J. L. Sugden Advertising Co., Chicago.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

Special Offer Produces 100,000 New Customers

THE RADIO campaign for Formay shortening on the west coast brought in 100,000 new customers within a four month period, according to the Los Angeles office of J. Walter Thompson Co., agency for Swift and Co. A special offer was made a part of the twice weekly sponsorship of the Al Pearce NBC program.

Present users of Formay were asked to take a neighbor, a non-user, to the grocery store. When she bought a can of Formay, the grocer gave her introducer a card. She would fill it out, send it to the Swift & Co. refinery in Los Angeles, and in turn was mailed a pair of handy kitchen tongs. On the outside of the carton Al Pearce's mother's pie recipe was printed. The new user of Formay, in turn, could also get the award by repeating the process.

New RMA Code Set

FORMAL hearing on the application of the Radio Manufacturers Association for the right to withdraw from the NRA code for electrical manufacturers and for submission of a separate, independent code for the radio manufacturing industry will be held in Washington July 23 at NRA headquarters. Unsatisfactory and impracticable operations of radio manufacturers under the electrical code were given as the reason for desire for a separate code.

WE CONDUCT NO BROADCASTS IN CHINESE!

Station WAVE does *not* "cover" forty-eight states, Mexico, Canada—or China ● We *do* cover the rich Louisville market—a million souls, 420,000 of whom live almost within sight of our new tower in down-town Louisville ● No waste—an N.B.C. audience.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

In Indianapolis listeners depend on WKBF for clear, uninterrupted, year 'round reception of their favorite NBC programs as well as local features of unusual interest . . . .

WKBF
In Indianapolis
INDIANA'S ONLY NBC OUTLET
National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York   Chicago   Los Angeles   San Francisco

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

KOMO, Seattle: Protective Diet League of California, Los Angeles (Kelfood, Kel-Lax), studio one week, thru J. W. Eccleston Advertising Agency, Los Angeles; Reo Motor Car Co., Lansing, Mich., 13 daily announcements, Maxon, Inc., Detroit: Standard Oil Co. of California, 3 daily announcements, 52 weeks, NBC; Gilmore Oil Co., San Francisco, 2 announcements, Botsford, Constantine & Gardner, San Francisco; General Motors Co. (auto show), 27 announcements, Campbell-Ewald Co., Detroit: Chevrolet Motor Co., announcements, Campbell-Ewald Co.; Chicago, Milwaukee, St. Paul & Pacific Railway, 13 announcements, The Izzard Co., Seattle; Chrysler Corp., New York (Dodge cars), 2 announcements nightly, 34 times, Ruthrauff & Ryan, N. Y.; Alaska Steamship Co., Seattle (shipping), 4 announcements, Beaumont & Hohman, Seattle; Hemphill Diesel Engineering Schools, Los Angeles (correspondence course), 2 weekly transcriptions, R. H. Alber Advertising Co., Los Angeles; Best Foods, Inc., New York (Hellmann's Mayonnaise), 10 announcements, Benton & Bowles, N. Y.

WBNS, Columbus, O.: Associated Serum Products, Omaha, 30 announcements, thru R. J. Potts & Co., Kansas City; Blatz Brewing Co., Milwaukee (beer), 6 announcements weekly, 1 year, Klau-Van Pieterson-Dunlop, Milwaukee; Carter Medicine Co., New York (liver pills), 3 announcements weekly, 1 year, Spot Broadcasting, Inc., N. Y.; Dodge Motor Co., 2 announcements weekly, 1 year, Ruthrauff & Ryan, N. Y.; Bay State Fishing Co., Boston (Forty Fathom Fish), 6 announcements weekly, Street & Finney, N. Y.; Great Seal Products, Newark, O. (vanilla), 12 announcements weekly, 1 month, J. Horace Lytle Co., Columbus; Household Finance Corp., Chicago (insurance), Musical Clock, 6 times weekly; Pennzoil Co., Oil City, Pa., announcements, Ruthrauff & Ryan, N. Y.; Reliance Mfg. Co., Chicago (Big Yank Shirts), daily announcements, 1 week; Shell Petroleum Co., St. Louis, announcements; Boweys, Inc., Chicago (Dari-Rich chocolate milk), twice weekly transcriptions, 1 year, C. Wendel Muench, Chicago; Welch Grape Juice Co., Westfield, N. Y., 45 announcements, Kastor & Sons.

KFRC, San Francisco: Ironized Yeast, New York (health tonic), 52 five-minute transcriptions, thru Ruthrauff & Ryan, N. Y.; Brown-Williamson Tobacco Corp., Louisville (Raleigh cigarettes), 1-minute transcription announcements, nightly except Sundays, Batten, Barton, Durstine & Osborn, N. Y.

KYA, San Francisco: General Mills, Minneapolis (Wheaties), thrice weekly baseball games from San Francisco Seals' stadium, placed by Westco Adv. Agency, San Francisco; ABC Brew, San Diego, on July 4 began "ABC Pirates," quarter hour six nights weekly, sextette of vocalists and instrumentalists, direct.

WLS, Chicago; Reliance Mfg. Co., Chicago (Big Yank shirts), announcements, thru Carroll Dean Murphy, Chicago; Justrite Co., Milwaukee (bird seed, pet foods), 13 quarter hour programs, Gustav Marx Advertising Agency, Milwaukee; John Morrell Co., Ottumwa, Ia. (Red Heart dog food), 23 five-minute announcements in Homemakers' Hour, Henri, Hurst & McDonald, Chicago; Illinois Central Railroad, 12 announcements, Caples Co., Chicago.

KHJ, Los Angeles: Crazy Water Co., Mineral Wells, Tex., quarter hour transcription weekly, 3 months, thru Tom Wallace, Los Angeles; Citrus Soap Co., San Diego, quarter hour transcriptions, 4 times weekly, Norman W. Tolle, San Diego; Lesquendieu, Inc., New York (Tussy cosmetics), quarter hour weekly, 52 weeks, Glass Agency, Los Angeles; Nujowa Water Co., Los Angeles (mineral water), quarter hour weekly, 2 months, Lockwood-Shackelford Co., Los Angeles; Knox Co., Kansas City (Cystex), quarter hour transcription weekly, 3 months, Dillon & Kirk, Kansas City; Kroehler Mfg. Co., Los Angeles (furniture), studio quarter hour weekly, 6 weeks, R. H. Alber Co., Los Angeles; Congoin Co., Los Angeles (health beverage), quarter hour 3 times weekly, 3 months, Lockwood-Shackelford Co., Los Angeles; Max Factor Cosmetics, Hollywood, quarter hour weekly, 2 months, Smith & Drum, Inc., Los Angeles; Rio Grande Oil Co., Los Angeles, quarter hour weekly, 2 months, Hixson & O'Donnell, Los Angeles; California Yeast Products Corp., quarter hour weekly, 2 months, Dan B. Miner Co., Los Angeles.

WHP, Harrisburg, Pa.: General Motors, 39 announcements, thru Campbell-Ewald, Detroit; Dodge Motor Corp., 12 announcements, Ruthrauff & Ryan, N. Y.; *Philadelphia Record* (Sunday paper), 6 announcements, Cox & Tanz, Philadelphia; Western Co., Chicago (handkerchiefs), 13 announcements, J. Walter Thompson Co., Chicago; Noxzema Chemical Co., Baltimore (Noxzema), 13 five-minute transcriptions, Ruthrauff & Ryan, N. Y.

WOW, Omaha: Chevrolet Motor Co., announcements, thru Campbell-Ewald, Detroit; Crazy Water Co., Omaha branch, thrice weekly studio programs, direct; Dodge Motor Co., announcements, Ruthrauff & Ryan, N. Y.; Don Leon Coffee Co., Lincoln, Neb., announcements, Russell C. Comer Advertising. Kansas City; F. W. Fitch Co., Des Moines (Fitch tonic and shampoo), announcements, L. W. Ramsey Co., Davenport, Ia.; Pennzoil Co., Kansas City, announcements, Ruthrauff & Ryan, N. Y.; Plough, Inc., Memphis (St. Joseph Aspirin), announcements, Lake-Spiro-Cohn, Memphis; A. H. Lewis Medicine Co., St. Louis (Tums), announcements, Ruthrauff & Ryan, Chicago.

KJR, Seattle: Hemphill Diesel Engineering Schools, Los Angeles (correspondence course), transcriptions, R. H. Alber Advertising Co., Los Angeles; International Bible Students Ass'n, Los Angeles, Judge Rutherford lectures, 52 Sundays, direct; Chicago, Milwaukee, St. Paul & Pacific Railway, 13 announcements, The Izzard Co., Seattle; Chrysler Corp., Detroit (Dodge cars), 34 announcements, Ruthrauff & Ryan, N. Y.; Alaska Steamship Co., Seattle (shipping), 3 announcements, Beaumont & Hohman, Seattle.

WEAF, New York: Empire Gold Co., New York (gold buying service) on July 1 started Devora Nadworney, contralto, Sundays, 1:45-2 p. m., thru Friend Advertising Agency, N. Y.

KDYL, Salt Lake City: Union Pacific Stages, six 5-minute programs, thru Ernest Bader Co., Omaha, Neb.

SIDEWALK STUDIO—Here is the new main studio of WIBM, Jackson, Mich. Both the studio and the adjacent transmitter room face Jackson's main street. Note the new illuminators at the sides which enable passersby to view the performances at night.

ONE of the most elaborate plant layouts in broadcasting belongs to WIBM, Jackson, Mich., the station recently acquired by Herman Radner of Detroit. Occupying a building of its own on Jackson's principal street, this unique 100-watter has both its main studio and its transmitter and control room in show-windows. The studio, measuring 26 by 42 feet and 16 feet high, is said to be the largest in the state.

Approximately $50,000 has been invested in plant equipment since the station was taken over last August by Mr. Radner. The show-window studio and transmitter room have been in use several months. Neon lighting effects are generously used in the ground-floor studio. Two uniformed operators are on duty in the control room when the station is on the air. Crowds flock to the show-windows to watch the studio performances.

Aligned with the Michigan Network, WIBM feeds dance band and other programs to the chain six nights a week. The building occupied by the station has a 66-foot front and is a block long. Under the building is a garage which accommodates 100 cars. Now being added is an auditorium sufficiently large to accommodate 1,200 people.

Charles A. Hill is general manager of the station. The chief engineer is Charles Wirtanen. Acoustical engineering in the studio and control room was handled by the Celetox Co. through its Chicago offices.

WJSV, Washington: Black Flag Co., Baltimore (insecticide), 55 announcements, thru Fletcher & Ellis, N. Y.; Oakite Products, New York (Oakite cleaner), 5 minutes twice weekly, weeks, direct; Best Foods, Inc., New York (Hellman's Mayonnaise), announcements, Benton & Bowles, N. Y.; Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), 26 announcements, Batten, Barton, Durstine & Osborn, N. Y.; Chr. Hansen's Laboratories, Inc., Little Falls, N. Y. (Junket ice cream mix), 43 announcements, Mitchell-Faust, Chicago; Blatz Brewing Co., Milwaukee (beer), 26 announcements, Klau Van Pieterson & Dunlap Associates, Milwaukee; Southern Dairies, Washington (ice cream), 26 announcements, McKee & Albright, Philadelphia; Globe Co., Baltimore (Arrow beer), half hour musical program weekly, weeks, Joseph Katz Co., Baltimore.

WBAL, Baltimore: Crosse & Blackwell, Baltimore (Plus Four Scotch Whisky), 7 announcements weekly, 26 weeks, thru Joseph Katz Advertising Agency, Baltimore; Dodge Motor Co., 13 transcription announcements, Ruthrauff & Ryan, N. Y.; Helwig & Leitch, Baltimore (Majestic mayonnaise), 26 transcription announcements, Emery Advertising Agency; Noxzema Chemical Co., Baltimore (Noxzema cream), 26 transcription announcements, Ruthrauff & Ryan, N. Y.; Wrigley Pharmaceutical Co., Atlantic City, N. J. (Spearmint toothpaste), twice weekly announcements, direct; Wilson Lines, Baltimore (steamship lines), 7 transcription announcements, David Lampe Advertising Co., Baltimore; Henry Tetlow Co., Philadelphia (Swan Down face powder), 13 transcription announcements, George Moll Advertising, Philadelphia.

KYW, Chicago: Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), nightly announcements, thru Batten, Barton, Durstine & Osborn, N. Y.; Clark-Madison Hotel Co., Chicago (Harding Hotel), announcements, C. Wendell Muench Co., Chicago; Illinois Central Railroad, Chicago, weekly announcements, Caples Co., Chicago; Lane & Bryant, New York (Orthopedic shoes), three 5-minute foot health talks weekly, Cruttenden & Eger Advertising Agency, Chicago; United Remedies, Chicago, two hour programs of "Music Masters" weekly, Heath-Seehof, Inc., Chicago.

KMOX, St. Louis: Shell Petroleum Co., St. Louis, time signals, thru J. Walter Thompson Co., St. Louis; Falstaff Brewing Co., St. Louis (beer), daily time signals, 13 weeks, Gardner Advertising Co., St: Louis; Brown-Williamson Tobacco Co., Louisville (Raleigh cigarettes), daily time signals thru July, Batten, Barton, Durstine & Osborn, N. Y.; Raladam Co., Detroit (Marmola), daily announcements thru July, H. W. Kaster, Chicago; Willard Tablet Co., Chicago, 2-minute announcements, thru Sept. 14, First United Broadcasters, Chicago.

WRVA, Richmond, Va.: Reliance Mfg. Co., Chicago (Big Yank shirts), 10 announcements, thru Carroll Dean Murphy, Chicago; Chrysler Motors, Inc., 12 announcements, Ruthrauff & Ryan, Detroit; Dodge Motor Corp., 10 announcements, Ruthrauff & Ryan, Detroit; Chevrolet Motor Co., 12 announcements, Campbell-Ewald, Detroit; General Motors Corp., 27 announcements, Campbell-Ewald, Detroit; Noxzema Chemical Co., Baltimore (Noxzema), 17 five-minute programs, Ruthrauff & Ryan, N. Y.; Ford Motor Co., 13 transcriptions of Fred Waring orchestra, N. W. Ayer & Son, Detroit.

KGW, Portland, Ore.: Richfield Oil Co., Los Angeles, 9 announcements, thru Beaumont & Hohman, Los Angeles; Dodge Motor Corp., 12 announcements, Ruthrauff & Ryan, N. Y.; Reliance Mfg. Co., Chicago (Big Yank shirts), 6 announcements, Carroll Dean Murphy, Chicago; Hemphill Diesel Engineering School, Los Angeles (correspondence course), 5-minute transcriptions, R. H. Alber Agency, Los Angeles.

AMERICA'S FIRST STATION

PITTSBURGH

Covering the Rich Tri-State Area

KDKA, completely covering the tri-state area (Western Pennsylvania, Eastern Ohio and West Virginia), leads in audience preference and in advertising results. A fifty thousand watt transmitter—the only high powered one in this rich area—plus nearly fourteen years experience in analyzing listener reaction to programs are but two reasons for this station's preeminence. For complete rate, coverage and result information consult the station or any of the offices listed below.

NBC

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK WEAF & WJZ	CHICAGO WMAQ & WENR	SAN FRANCISCO KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

New Field for Accounts Seen in Farm Demands

SOME indication of the pent up demand for home repairs and new equipment on the farm, indicating a possible field for radio accounts, is contained in a limited survey recently made by *The Farmer*, a periodical published in St. Paul, in Minnesota, North and South Dakota, which showed that nearly three-fourths of the farmers have plans for repairing or improving farm structures, while two-thirds of them plan to add new field equipment as their income improves. Purchases of automobiles are planned by 14.6 per cent, tractors by 8.1 per cent and trucks by 4.1 per cent. Half of the farmers said that they also plan to add to the general equipment of the farm, such as a wind-mill or arrangements for electric lighting.

This survey shows the percentage of farmers reporting that were considering each of a wide variety of improvements and new purchases, to each of the farm buildings and for each of the equipment needs. It was made in fall of 1933.

POWER of 250,000 watts from Radio-Algier, the broadcasting station of Algeria in northern Africa. is being considered by authorities there in order to gain that country publicity over Europe.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

KRAFT-PHENIX CHEESE Corp., Chicago (Miracle Whip salad dressing) on Aug. 8 renews "The Kraft Music Hall" with Paul Whiteman's orchestra on 41 NBC-WEAF and supplementary stations, Thursdays, 10-11 p. m. Agency: J. Walter Thompson Co., N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Camay Soap) on July 16 starts "Drums Come True," organist and orchestra, with Barry McKinley, baritone, on 45 NBC-WEAF and supplementary stations, Mondays, Wednesdays and Thursdays, 3-3:15 p. m., with repeat for west at 5:45-6 p. m. Agency: Pedlar & Ryan, N. Y.

THE TEXAS Co., New York (Texaco), on Oct. 2 resumes Ed Wynn and Graham McNamee in "Fire Chief Program" on basic NBC-WEAF plus WKBF, Northwest, Southeast plus WSOC, Southwest, Mountain and NBC-KGO plus KFSD, KTAR, KGIR and KGHL networks, Tuesdays, 9:30-10 p. m. Agency: Hanff-Metzger, Inc., N. Y.

RALSTON PURINA Co., St. Louis (cereal) on Oct. 1 starts "Tom Mix Ralston Straight Shooters" on basic NBC-WEAF up to and including Cincinnati, Mondays, Wednesdays and Fridays, 5:30-5:45 p. m., with repeat same days for Chicago. KSD, WOC-WHO, WOW, WDAF, WTMJ, WIBA, KSTP and WEBC, 6:30-6:45 p. m. Agency: Gardner Advertising Agency, N. Y.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal) on Oct. 1 starts program to be determined on 11 NBC-WEAF stations, Mondays, Wednesdays and Fridays, 1:45-2 p. m. Agency: Ruthrauff & Ryan, N. Y.

PONTIAC MOTOR Co., Pontiac, Mich. (automobiles) on Sept. 9 will start program to be decided on basic NBC-WEAF plus WKBF, Northwest, Southeast plus WSOC, South Central, Southwest, Mountain and NBC-KGO plus KFSD and KTAR networks, Sundays, 10:30-11 p. m. Agency: Campbell-Ewald Co., Detroit.

PROCTOR & GAMBLE, Cincinnati (Ivory Soap) on Oct. 2 starts the "Ivory Stamp Club with Tim Healy" on basic NBC-WEAF network plus WTMJ, WIBA, KSTP and WEBC, Tuesdays, Fridays and Saturdays, 5:45-6 p. m. Agency: The Blackman Co., N. Y.

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops and syrup), on Oct. 6 starts Nat Shilkret's orchestra with Billy Hillpot and Scrappy Lambert on 27 NBC-WEAF and supplementary stations, Saturdays, 9-9:30 p. m. Agency: Homman, Tarcher & Sheldon, N. Y.

CAMPANA SALES Corp., Batavia, Ill. (D.D.D.) on Sept. 23 starts program to be decided on basic NBC-WJZ plus WTMJ, KSTP, WEBC, Mountain and NBC-KGO networks, Sundays, 6:30-7 p. m. Agency: Aubrey, Moore & Wallace, Inc., Chicago.

ROCKET GASOLINE Co., Los Angeles, on July 2 renewed Frederick Starks and the Rocketeers, military band, on 12 CBS-Don Lee stations, Mondays and Fridays, 6:45-7 p. m., PST. Agency: Beaumont & Hohman, Los Angeles.

GENERAL MILLS, San Francisco (flour) on June 6 renewed Betty Crocker's Cooking School on 12 CBS-Don Lee stations, Wednesdays and Fridays, 9:30-9:45 a. m., PST. Agency: Westco Advertising Agency, San Francisco.

SUSSMAN & WORMSER, San Francisco (S & W Foods) on June 24 renewed "The Merrymakers" on 12 CBS-Don Lee stations, Sundays, 7:30-8 p. m., PST. Same account also has booked renewal for 13 more weeks starting Sept. 2. Agency: W. Vincent Leahy, San Francisco.

BANK OF AMERICA, San Francisco (California banking service) on June 6 renewed with new program, "Treasures of Time," on 8 Don Lee stations, Wednesdays, 8-8:30 p m., PST. Agency: Charles R. Stuart, Inc., San Francisco.

NBC CHANGES: Socony-Vacuum Oil Co. "Soconeyland Sketches" on July 10 shifted to Tuesdays, 9:30-10 p. m.; Hoover Co. "Hoover Sentinels" on Sept. 2 will shift to Sundays, 5-5:30 p. m.; Lehn & Fink Products Co. "Hall of Fame" on July 8 shifted to Sundays, 10-10:30 p. m.

PACKARD MOTOR CAR Co., Detroit, on Sept. 18 starts "Packard Cavalcade" on 20 NBC-WJZ stations, Tuesdays, 8:30-9:15 p. m. Agency: Young & Rubican, N. Y.

AMERICAN HOME PRODUCTS Co., New York (Dr. Lyons Toothpowder), on July 22 renews "Manhattan Merry Go Round" with Jacques Renard's orchestra, Tamara, David Percy and "Men About Town" on 28 NBC-WEAF and supplementary stations, Sundays, 9-9:30 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y. (Note: This client formerly was known as R. L. Watkins Co.)

MAYBELLINE Co., Chicago (Maybelline eye beautifiers) on Sept. 16 starts "Maybelline Musical Romance," with Harry Daniels' orchestra, Don Mario Alvarez and guest movie stars, on basic NBC-WEAF plus Mountain and NBC-KGO networks, Sundays, 3:30-4 p. m. Agency: Cramer-Krasselt Co., Milwaukee.

ANDREW JERGENS Co., Cincinnati (Jergens' Lotion) on Sept. 2 starts "The Jergens Program" with Walter Winchell on 18 NBC-WJZ stations, Sundays, 9:30-9:45 p. m.; starting Nov. 4, there will be a repeat program at 12-12:15 midnight for 26 additional stations. Agency: J. Walter Thompson Co., N. Y.

PROSPECTS

NATIONAL AIR RACES, to be held in Cleveland this fall, may use radio with other media. Humphrey, Prentke & Scheel. Inc., Cleveland, has been appointed to handle the account.

HOTEL JEFFERSON, St. Louis, will use radio with other media. Account is handled by Budke-Connell Advertising Agency, St. Louis.

WM. SCHLUDERBERG-T. K. KURDLE Co., Baltimore (S-K meat products) will use radio with other media, and has appointed Van Sant, Dugdale & Co., Baltimore, to handle its advertising.

Pepsodent's Premiums

PEPSODENT'S newest intensive merchandising plan will be inaugurated with the opening of the "Bring 'Em Back Alive" program with Frank Buck over an NBC-WJZ network July 16, at 6:45 p. m., CDST., Mondays to Fridays, inclusive. The Pepsodent Co. will sponsor the "Frank Buck Adventurers' Club." For a carton from a tube of Pepsodent the youngsters will receive a membership pin and an unpublished Frank Buck adventure and stories of methods of catching animals. Later, club members will compete for prizes, but method of competition and prizes to be offered have not been determined.

YOU
should know her!

She represents that vast women's audience afforded by KMBC—May we introduce you?

Outstanding local features for women are partly responsible for KMBC preference. For instance—Joanne Taylor, on the air daily for the leading Kansas City Department Store—KMBC Magazine of the Air another popular daily feature—and the Palace Sunshine Lady daily feature of another leading local store. By actual survey more women listen to KMBC than any competing station—Send for charted proof.

KMBC
MIDLAND BROADCASTING COMPANY
Station KMBC—Kansas City, Missouri
New York Office—Chrysler Building, Phone Vanderbilt 3-3425
Chicago Office—Wrigley Building, Phone Superior 3426

KVI holds key position in TACOMA-SEATTLE Market

KVI
TACOMA, WASHINGTON
Puget Sound Broadcasting Company
INCORPORATED
1000 WATTS
570 KC.
PIONEER PUGET SOUND COLUMBIA STATION

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

ASSOCIATED BROADCASTING Corp., station representatives, announces the opening of a Chicago office in the Mather Tower Bldg. It also announces its appointment as midwest representative for WSGN, Birmingham, bringing its list to 17 stations.

JOHN KETTLEWELL, recently named Chicago representative for WSPD, Toledo, and WWVA, Wheeling, W. Va., has changed his address to 634 Palmolive Bldg.

GENERAL MARKETING COUNSELORS, Inc., on June 26 announced the appointment of W. Marshall Shepperd to its Chicago staff, effective July 16. Mr. Shepperd is now western manager for College Publications Representatives, Inc., and formerly was market analyst for General Electric Co.

MARGARET H. LEWIS, formerly with the *Los Angeles Teachers Journal*, has joined the Advertising Arts Agency, Los Angeles, as radio account executive. Zula Ferguson, formerly advertising manager of a coast cosmetics firm, has also joined the agency staff to handle similar lines, including Nu-Nail, in a radio campaign.

WARREN BURGESS, president, and R. T. Aldworth, sales manager, of The Knox Co., Kansas City, visited Los Angeles early in July on a business trip. Knox Co., medicinal manufacturers, are large users of radio, mostly with the transcribed "Cystex Newspaper Stories."

JACK PEGLER, of the New York office of Lord & Thomas, spent the last of June and a few days in July visiting Hollywood and Los Angeles. In company with Jack Runyon, radio manager of the Los Angeles office of the agency, he made an inspection of coast talent possibilities. He is account executive for the Paramount, RKO, Columbia and other theatrical accounts in the New York office.

LEWIS O. YEOMAN has been named Pacific Coast manager of the J. Sterling Getchell agency with headquarters in San Francisco, succeeding William Mason, who has been transferred to New York. Mr. Yeoman was previously with the Leon Livingston agency, San Francisco.

CLEVELAND STEEL PRODUCTS Corp., Cleveland (Torridheet oil burners) has placed its advertising with Foster & Davies, Cleveland.

WADHAMS OIL Co., Milwaukee (gasoline, lubricating and fuel oil) has named Scott-Telander, Inc., Milwaukee, to handle its advertising.

I. MILLER & SONS, Long Island City, N. Y. (women's shoes) is now placing its advertising direct.

HUDSON MOTOR Co., Detroit, has appointed Brooke, Smith & French, Inc., Detroit, to handle its advertising.

CHARM LABORATORIES, Inc., New York (reducing tea) is now placing its advertising through Albert Frank-Guenther-Law, New York.

GENERAL PAINT Co., San Francisco, has appointed the Richard G. Walter agency, Los Angeles, to handle its advertising.

KASPER-GORDON STUDIOS, Boston, have been appointed exclusive New England representatives of KFXM, San Bernardino, Cal.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

Charles S. Redfield

CHARLES S. REDFIELD, president of Redfield-Coupe, Inc., New York agency, died at his summer home in Allenhurst, N. J., July 8 following a stroke of apoplexy suffered July 4. He was 64 years old. Mr. Redfield, a nephew of the late Admiral Bayard Redfield, U. S. N., was for many years advertising director of the Yale & Towne Mfg. Co., leaving that position to found the old Redfield Advertising Agency which was merged with the Coupe interests. His son, L. L. Redfield, is vice president of the concern.

Delegates to Be Named To Lisbon Radio Parley

PRESIDENT Roosevelt must shortly name the American delegates to the conference of world radio technicians (C. C. I. R.) scheduled to open in Lisbon, Portugal, Sept. 22. The technical conferences, first of which was held at The Hague in 1929, and the second at Copenhagen in 1931, lay the groundwork for the International Radiotelegraph Conferences that follow, the next being scheduled for 1937 in Cairo. An appropriation of $15,000 has been asked this year, indicating the delegation will be smaller than usual. It was headed in 1929 by Maj. Gen. Saltzman of the Radio Commission and in 1931 by Wallace White, Jr., now Republican Senator from Maine. It usually comprises engineering officials of the government, particularly of the Radio Commission.

Los Angeles Ad Agency Splits Into Two Agencies

HIXSON-O'Donnell-Seymour, Inc., Los Angeles agency, has changed its name to Llewellyn-Seymour Co. and Hixson and O'Donnell, Inc., a new agency, has been formed. Both agencies will have offices in the Subway Terminal Bldg. F. Hume Seymour, junior partner of Hixson-O'Donnell-Seymour, Inc., bought out the other two partners and took in Col. Frank Llewellyn, who has become president of the new firm.

R. W. Hixson and J. E. O'Donnell have appointed William Robson as radio executive and Charles Frederick Lindsley as radio narrator. They will continue the radio campaign for the Rio Grande Oil Co., account, formerly held by the three-name agency. It will continue the weekly "Calling All Cars" program on KHJ, Los Angeles; KDB, Santa Barbara, and KGB, San Diego, as well as on 10 Arizona and California stations via transcriptions. The Rio Grande "Bunk" program on July 1 switched from KFI to KNX for the summer.

RECALLING Marconi's first visit about 30 years ago to "cover" the America Cup races by code radio reports for the old *New York Herald*, the NBC is making plans to broadcast the International Yacht Races between England and the United States, scheduled Sept. 15 off Newport, R. I., using short wave voice radio.

YA GOTTA MAKE CALLS
IF YA WANTA GET RESULTS

We will make the calls. Write for details of cooperation through our merchandising department.

KFDM
SABINE BROADCASTING CO., INC.
P. O. BOX 2950 BEAUMONT, TEXAS

"PACK" Packs It In!

L. D. Pack, affectionately known to tens of thousands of radio listeners as "Cowboy Loye," joins those who rank WWVA as one of the "Best stations in the country." After 29 weeks of broadcasting with us for the Dollar Crystal Co. of Omaha, Neb., the Cowboy punctuated his *vacation farewell with the following signed statement—and on our word of honor, it was unsolicited:

"Aside from the pleasure I have had in working with you and your fine station I wish to inform you that of all the radio stations which I have used during the past several years, the results obtained from WWVA were far greater than any of the others. This very satisfactory return proves conclusively the value of your station, due to its appeal and wide coverage, and really stamps it as one of the best in the country."

We term such enthusiasm from Mr. Pack really "Packing it in!" He but mirrors a standard of performance which makes WWVA a radio investment in Eastern Ohio, Western Pennsylvania and West Virginia which has proved so many times and in so many ways, to be second to none.

Call our representative or write direct.

* Even though Cowboy Loye is taking a much earned vacation, the Dollar Crystal Co. is continuing on WWVA throughout the summer with a substitute program.

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillvra, 485 Madison Ave., New York City
John Kettlewell, Palmolive Bldg., 919 N. Michigan Ave.
Tel: Superior 6305.

The Cavalier Beach Club
July 21

Freedom of the SEAS

The age old right of unmolested freedom. Society—on its vacation—away from business routine—relaxed hours on the beach.— That's some of the real freedom at this private Beach Club.—Operated by the Cavalier exclusively for its guests and members. Superb surf bathing, dinner and supper dancing, golf, tennis and horseback riding—always something to do.—You'll have a real vacation here.

SIDNEY BANKS, Managing Director

● NEW LOW TARIFFS
American plan rates (with meals) begin as low as $8.00, including privileges of the Beach Club. Write for illustrated booklet.

The CAVALIER
HOTEL and BEACH CLUB
VIRGINIA BEACH • VIRGINIA

STUDIO NOTES

"COOKING Close-ups," the Pillsbury program on CBS, moved from Minneapolis to Chicago June 29, where it is originating from a new experimental kitchen studio in the Diana Court Bldg. Mary Ellis Amos, domestic science expert featured on the broadcast, and Stan Thompson, announcer, came with the program. Thompson was transferred to the Chicago CBS announcing staff. The program is heard Wednesdays and Fridays, 10-10:15 a. m., CDST.

"COMPOSERS CORNER" has been inaugurated by KMTR, Hollywood, one evening a week. Programs will cover interviews with outstanding song writers, and with the composers interpreting their own tunes.

JUVENILE radio actors of today, the possible stars of tomorrow, get the breaks in a series which started over KNX, Hollywood, June 29 as a studio sustainer for a sponsor buildup. "Dramas of Youth" titles the entire series with each program given over to a dramatization of childhood days of prominent people. Initial broadcast was called "The Magic of Jenny Lind," and was written and directed by Marion Ward.

WBNX, New York, claims to be the only station in America carrying a weekly broadcast from Europe, Australia and South America, all within the same half hour period. The program is presented each Sunday, 6:15-6:45 p. m., under the direction of Capt. Horace L. Hall, retired sea captain, and Dr. Herbert L. Wilson, radio engineer, and is picked up by Captain Hall on a short wave set at his home and then relayed to WBNX via telephone line.

COMPLETE coverage of the street car and electric strike in Milwaukee was offered by WTMJ to its listeners. The editorial staff of the *Milwaukee Journal* and the Milwaukee Telephone Company cooperated in the venture.

MERCHANDISING plans of the Pure Oil Company in connection with its broadcasts over WSM, Nashville, include the entertainment of all Pure Oil and Woco Pep dealers, the sending of 6,000 letters to dealers, and special publicity in its house organ, *The Globe.*

EACH MEMBER of the production department of WBT, Charlotte, has been made responsible for one laboratory period program a week, bringing into play a great variety of programs and program ideas. The laboratory period is designed as a testing ground for young talent and talent proved in other fields of expression and seeking an outlet in radio. Entertainers receive a trial on this daily spot and are catalogued for possible use on later commercial programs.

"BUD 'N' WISER" have made their appearance on the air over WMAZ, Macon, Ga., as has the Blue Ribbon Band. Georgia law doesn't permit beer advertising, so when a local ice company took over distribution of the famous brand, names of the vocal pair presented for quarter hour each morning was changed from "The Red Wagon Boys" to "Bud 'n' Wiser," representing the Buck Ice & Coal Co., distributor of famous bottled beverages.

WWVA, Wheeling, W. Va., has installed a new Wurlitzer pipe organ, and in addition to presenting programs by Vivian Miller, staff organist, it is carrying Sunday afternoon programs with the organists of the leading churches in its area.

FREE & SLEININGER
DEPENDABLE
Radio Station Representatives
NEW YORK CHICAGO DENVER
LOS ANGELES SAN FRANCISCO SEATTLE

CREDIT to musical director, producer, writers, announcers, and engineering supervisors will be spotted in the opening announcement of the KHJ Merrymakers program each Sunday night over the Don Lee-CBS network. Intricacies and detail of producing the show convinced the staff that "by-lines" should be awarded to all department heads.

GUDE'S SHOES, Los Angeles retail store, reports unusual summer success on radio with daily change of seasonal copy. Campaign is handled through the Roy Alden & Associates agency. Sponsors take only one nightly spot, at 10:30 o'clock, with 50-word announcement, for the Wright Arch preserver shoe for men. Copy carries summertime slant. Radio is the only media used.

AUTO-RAD SUPPLY Co., Cincinnati distributors of Stewart-Warner products, has contracted with WKRC to present Sports Commentator C. O. Brown in a nightly discussion on golf and tennis during the summer months.

"SEE YOUR DOCTOR First" is the slogan of a weekly series broadcast by KFAC, Los Angeles, for Horton & Converse Pharmacies, Los Angeles chain. "Doctors Courageous" is the title of the dramatized historical programs based on the lives and incidents of famous physicians. Account is handled by National Advertising Agency, Los Angeles.

KGB, San Diego, late in June inaugurated a weekly studio program under the caption of "Public Enemies," written and produced by Gary Breckner, program manager. Dramatization has to do with the struggle of science against microbes.

"BLUE MONDAY Jamboree," one of the pioneer variety shows in radio and a feature of the CBS-Don Lee network for eight years, is now being heard over a nation-wide CBS network Monday nights, 12-12:30 a. m., EDST. Produced by Harrison Holliway, manager of KFRC, San Francisco, "Blue Monday Jamboree" develops its own talent rather than depend on big names of the stage and screen.

AN INCREASE in rates for spot announcements was ordered effective by WJSV, Washington, July 1. The base rate of $7.50 per announcement was boosted to $10, with time discounts of 5 per cent for 13 times, 10 per cent for 26 times and 15 per cent for 52 times.

"RED QUINLAN, the Boy Reporter" is a new series of programs on WIND, Chicago, designed to help boys choose their life work. The program is heard Saturday mornings and carries the boy through various professions and trades, pointing out their requirements.

Flash from Syracuse—
This NBC station keeps up its GAINS in 1934 as in 1933

A NEW rate card, changing time classifications and explaining more fully and in greater detail the advertising rates, is now in effect at WBT, Charlotte. Under the new card, Class "A" time, which begins at 6 p. m., was extended to 11 o'clock instead of 10:30, as on the old card. Class "B" time is now 7:30 a. m. to 2 p. m., instead of 7:30 to 1 p. m. Class "B" time still picks up after Class "A" time ends at night and goes on until the sign-off at midnight. With the new rate card WBT eliminates entirely an old local rate card based on a lower scale of prices and the new general rate card becomes effective for both local and national advertising. Rates shown on the present card are based on a primary charge of $200 an hour for Class "A" time.

WFAA, Dallas, celebrated its twelfth anniversary June 26 with a special broadcast from 6:30-8 a. m., this period being chosen because the station's "Early Birds" program at that time has become one of the distinctive features of the station.

"BETTER LIGHT . . . Better Sight" is the theme of the twice-weekly set of morning programs over WCKY, Cincinnati, sponsored by the Union Gas & Electric Co. Rules for "safe seeing" are given and explained in each program, with electrical transcriptions of dance tunes for the musical interludes.

"BABES IN RADIO" is a novel program started by Grant Maxwell, manager and program director of KTAB, San Francisco. Maxwell is patterning the variety show along the Hollywood Wampas star idea, and is framing the program as a stage production, using a line of 18 girls who dance, comedians, singers and music. It plays to a studio audience.

. . . Pioneers

Scientific Radio Service supplied its "first" crystals commercially on December 3, 1925, with the conviction that we would rather supply "QUALITY" crystals than quantity.

•

PIEZO
ELECTRIC
CRYSTALS

•

Scientific Radio Service Crystals are accurately ground to an accuracy of BETTER than .03%, on equipment tested regularly by U. S. Bureau of Standards Standard frequency signals.

We maintain a Monitor Service

Prompt Delivery Assured

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Send for our price list and booklet

B-7.

"LONE INDIAN," nightly program on KFWB, Hollywood, sponsored by Walker's, big Los Angeles department store, is now being transcribed for sale to agencies, stations or sponsors. The recordings, together with merchandising tieins such as buttons, wampum charms, tom-toms, etc., as prizes for juveniles are under the direction of J. G. Catanich, sales manager of the Otto K. Olesen Sound Studios.

DICKENS' classic, *Tale of Two Cities*, has been adapted to radio by Sara Langman, of KFWB, Hollywood, and launched as a sustaining program with the hopes of a commercial build-up. Public approbation of the first two programs has convinced the staff that a dramatization of Dickens' *Pickwick Papers* should follow the current series.

Dentist Advertising Restricted by Court

Oregon Law Upheld in Suit; Radio to Be Continued

DENTISTS in Oregon no longer will announce on their radio broadcasts that their work is painless and that examinations are free, nor will they quote prices.

This edict became effective June 27 when the Oregon Supreme Court upheld the constitutionality of the 1933 legislative act providing for the regulation of so-called advertising dentists. The opinion was written in a suit brought by Dr. Harry Semler, advertiser on stations KGW and KEX, Portland, and other advertising dentists, against members of the state board of dental examiners.

Called Class Law

DR. SEMLER charged that the law deprived him of property without due process of law, impaired obligation of contracts, constituted class legislation and was so indefinite and uncertain as to be incapable of enforcement.

The Oregon law reads, in part, that revocation or suspension of license may be the penalty for "unprofessional conduct, or for gross ignorance or inefficiency in his profession. Unprofessional conduct shall mean . . . making use of any advertising statements of a character tending to deceive or mislead the public; advertising professional superiority or the performance of professional services in a superior manner; advertising prices for professional service . . . advertising any free dental work or free examination; or advertising to guarantee any dental service or to perform any dental operation painlessly. . . ."

Hits Press Advertising

IN ADDITION to Dr. Semler, there are three other advertising dentists on KGW and KEX. Although each will comply with the law, none intends to discontinue his radio advertising.

The dental law, of course, affects newspaper advertising as well. Another section, not quoted above, rules out "advertising by means of a large display, glaring light sign, or containing as a part thereof the representation of a tooth, teeth, bridge work or any portion of the human head."

KGW-KEX continuity writers are now devising means of selling teeth, or portions thereof, to the radio audience by statements such as: "Dr. Doe is a dentist. His offices are in the Blank building."

Hi-Jinks Sponsor Plans New Show From Stage

FRANCO-AMERICAN Baking Co., Los Angeles, sponsors of the Hi-Jinks show on KFWB, Hollywood, for more than two years, on July 29 will launch a new show to be produced on the stage of the Figueroa Playhouse. Performances will be broadcast Sunday night for an hour via KHJ and the eight Don Lee California stations. Johnny Murray, master of ceremonies on the current Hi-Jinks program, will handle the microphone for the new series. Los Angeles office of Erwin, Wasey & Co. handles the account. KFWB claims title to the name Hi-Jinks, and will continue the frolic type of program on the 8 o'clock Sunday night hour previously held by the baking organization.

NRA Considers Code

ENGROSSED in its study of the testimony presented at the hearings June 20 and 21 on the wage and labor provisions of the broadcasting industry code as it applies to broadcast technicians, the NRA has as yet given no indication as to when its decision will be made on the demands for a 35-hour week and a 10 per cent pay raise. Conferences to discuss the demands will be held with industry representatives prior to final decision.

Raleigh's July Spots

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes) on July 2 started a series of 26 one-minute transcriptions by WBS on 20 stations, running once nightly through July 31. Account is handled by Batten, Barton, Durstine & Osborn, New York. Stations getting the spots are WCAO, WEEI, WBEN, KYW, WHK, KLZ, WJR, WFBM, WDAF, KFI, WTMJ, WCCO, WOR, WFI, WLIT, WCAE, WRVA, KFRC, KMOX and WJSV.

MIND POWER

A FREE BOOK

Develop your personal, creative power! Awaken the silent, sleeping forces in your own consciousness. Become Master of your own life. Push aside all obstacles with a new energy you have overlooked. The ROSICRUCIANS know how, and will help you apply the greatest of all powers in man's control. Create health and abundance for yourself. Write for FREE, SEALED BOOK. It tells how you may receive the teachings for study and use. It means the dawn of a new day for you. Address,

Scribe B.G.E.

ROSICRUCIAN BROTHERHOOD
San Jose (AMORC) California

WATCH MODULATION

Careful control of modulation is essential for high fidelity transmission. The Type 457 Modulation Meter reads positive and negative peak modulation—accurately—easily. It requires no electrical connections to the transmitter.

Price $125.00 (cabinet style)
$110.00 (rack style)

GENERAL RADIO COMPANY
Cambridge A Massachusetts

Promotes WBAL Accounts

Mr. Peard

LESLIE H. PEARD, Jr., formerly with the advertising department of McCormick & Co., Baltimore (spices and flavorings), a large radio advertiser, has been appointed promotion and merchandising manager of WBAL, Baltimore, which recently went to full time on its clear channel and is expanding its promotional activities. Mr. Peard, a Princeton graduate, will handle special exploitation for WBAL advertisers.

WLS Studios Enlarged

HAMMERS and saws are making music around WLS, Chicago, that is not being broadcast. Several new studios are in the process of construction in the Prairie Farmer Building at 1230 W. Washington Blvd., Chicago, where the WLS studios are located. The executive offices also will be moved about when the changes are completed.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

WANTED MANAGER — FOR RADIO STATION, NEW YORK CITY. UNUSUAL OPPORTUNITY. STATE BRIEFLY AGE, EXPERIENCE IN FIRST LETTER. ALL ANSWERS WILL BE HELD STRICTLY CONFIDENTIAL. BOX 196, BROADCASTING.

Wanted—A salesman with a successful sales record that will bear investigation. Station is full time regional, with network affiliation. Position offers small drawing account, fair commission and opportunity for executive sales position as soon as justified by results. Box 199, BROADCASTING.

Wanted—Experienced announcer, continuity writer and entertainer at midwestern station. Box 197, BROADCASTING.

Situations Wanted

Broadcast operator. Thoroughly experienced. Age 26. References. Box 198, BROADCASTING.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

The Other Fellow's Viewpoint . . .

Damm Snaps Back

To the Editor of BROADCASTING:

So-o-o-o-o-oo! Martin Campbell (WFAA) leads the discussion of coverage surveys with the statement that the type of survey Damm proposes is a waste of time and money and of passing value only.

WTMJ has just completed the summer edition of the survey based on 32,000 calls, and it has cost a considerable sum of money to do it.

Here are just a few things that it showed the station—not to forget what it's going to show the advertiser who may be contemplating radio advertising.

1. That actually there are more families potential listeners in summer than in winter.

2. That the myth to the effect that nobody is at home on Sundays is truly a myth.

3. That an average of only 5.4 per cent less radio set owners turn their sets on in summer than in winter.

4. That those people who go out in the winter do so between 7:00 and 9:00 p. m., but in summer between 6:00 and 8:00 p. m., making the average percentage of people home after 8:00 p. m. in summer on a par with the winter figures of after 9:00 p. m. (Pretty good stuff to sell evening time on.)

5. That by a change in program schedules between 7:00 and 9:00 in the morning, WTMJ's listening audience increased more than 100 per cent, and that the percentage of sets turned on increased proportionately.

6. That by other program schedule changes particularly in places where WTMJ's percentage was weak in winter months, this percentage has increased and in many cases is well above the average.

7. That the majority of people when not listening to WTMJ, don't listen at all.

8. That the fable about Chicago covering Milwaukee *is* a fable, and that with changes in the WTMJ schedules the percentage of listeners to Chicago has materially decreased.

9. That Eddie Cantor drew 87 per cent of all sets in Milwaukee and Durante 81 per cent, and similar information about many other network programs as well as local programs.

10. That during the summer the listening audience moves its schedule of listening one hour earlier because Milwaukee is not on Daylight Saving Time, thus giving us an hour extra at night to sell.

If selling $55,000 worth of business locally as a result of the coverage survey does not show its worth, I am a Chinaman.

It would seem to me that the decision as to the value of various coverage surveys rests with the men in whose behalf they are prepared, namely, the advertiser and the advertising agency. Too many times the medium fights the inevitable for one reason or another, usually fear and the reticence to spend the necessary funds.

The writer still stands on the statements made at the advertising convention. There are too many attempted coverage surveys and most of them based on methods devised to favor the maker.

WALTER J. DAMM,
Manager, WTMJ, Milwaukee.
July 6, 1934.

[Editor's Note: Mr. Damm has reference to the discusion at the NAB commercial section meeting in New York on June 19 held in conjunction with the annual meeting of the Advertising Federation of America. Mr. Damm was unable to be present personally, but his paper on audience surveys was read by Mr. Campbell, who afterward opened discussion on surveys with the statement that he felt the Damm type of survey is of passing value only.]

Boon in the Tropics

To the Editor of BROADCASTING:

I am convinced from my observations in Costa Rica, in San José, in the Atlantic port town of Port Limón and in the Pacific port of Puntarenas, that the radio today is proving the chief factor in actually uniting the world. It is marvelous to find one's self in a tropical community, thousands of miles away from the United States, and by a simple turn of the dial bring in splendid speeches, excellent news broadcasts, and entertaining orchestras, so clear that one forgets that one is not right in Washington or in the city where the broadcast is occurring. I am satisfied that radio is going to prove one of the most powerful, if not the most powerful, elements in the world today for international good will.

Before radio reception, however, can be made to do its greatest good, there must be even stronger international agreements whereby interference by the various countries will be eliminated. On the long waves here in Costa Rica, reception from the United States is ruined because of improper regulations of local stations and insistence upon broadcasting upon channels which are regarded as exclusive for the United States. Ditto for the short waves.

On my new set, within the space of a half an inch on the dial, several United States stations, London, Paris, Berlin and Rome all come crowding in. This results in the same interference that was common in the United States in the days before the Radio Commission was established, and it spoils reception.

Short waves will never, in my opinion, give the listener in Costa Rica or in any of these countries the happiness and entertainment that he anticipates until better agreements are reached between the nations and a greater spacing between the powerful stations in the several world capitals is increased.

HON. LEO R. SACK,
U. S. Minister to Costa Rica,
San José, Costa Rica.

FTC Cites Advertisers

(*Continued from page* 5)

task to the Special Board. Through negotiations with the NAB, NBC and CBS, the procedure whereby commercial continuities relating to products sold in interstate commerce are submitted to the commission was adopted.

An analysis of Trade Commission records since its creation in 1915, made by Mr. Adams, discloses that only about 20 per cent of the cases handled by the agency have dealt with food, drugs or cosmetics advertising. In all, 2,781 cases have been consummated, of which 78 did not relate to false or misleading advertising. Of the 1,993 that did relate to advertising, 456 involved food, drugs or cosmetics.

Faust Handles Radio

APPOINTMENT of Paul Holman Faust, vice president of Mitchell-Faust Advertising Co., Chicago, and son of Paul E. Faust, agency president, as head of the radio advertising department of the agency, was announced July 9. The younger Mr. Faust has been in charge of the agency's New York office for several years. He has been a newspaper reporter, playright, actor and advertising executive.

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Field Strength and Station Location Surveys
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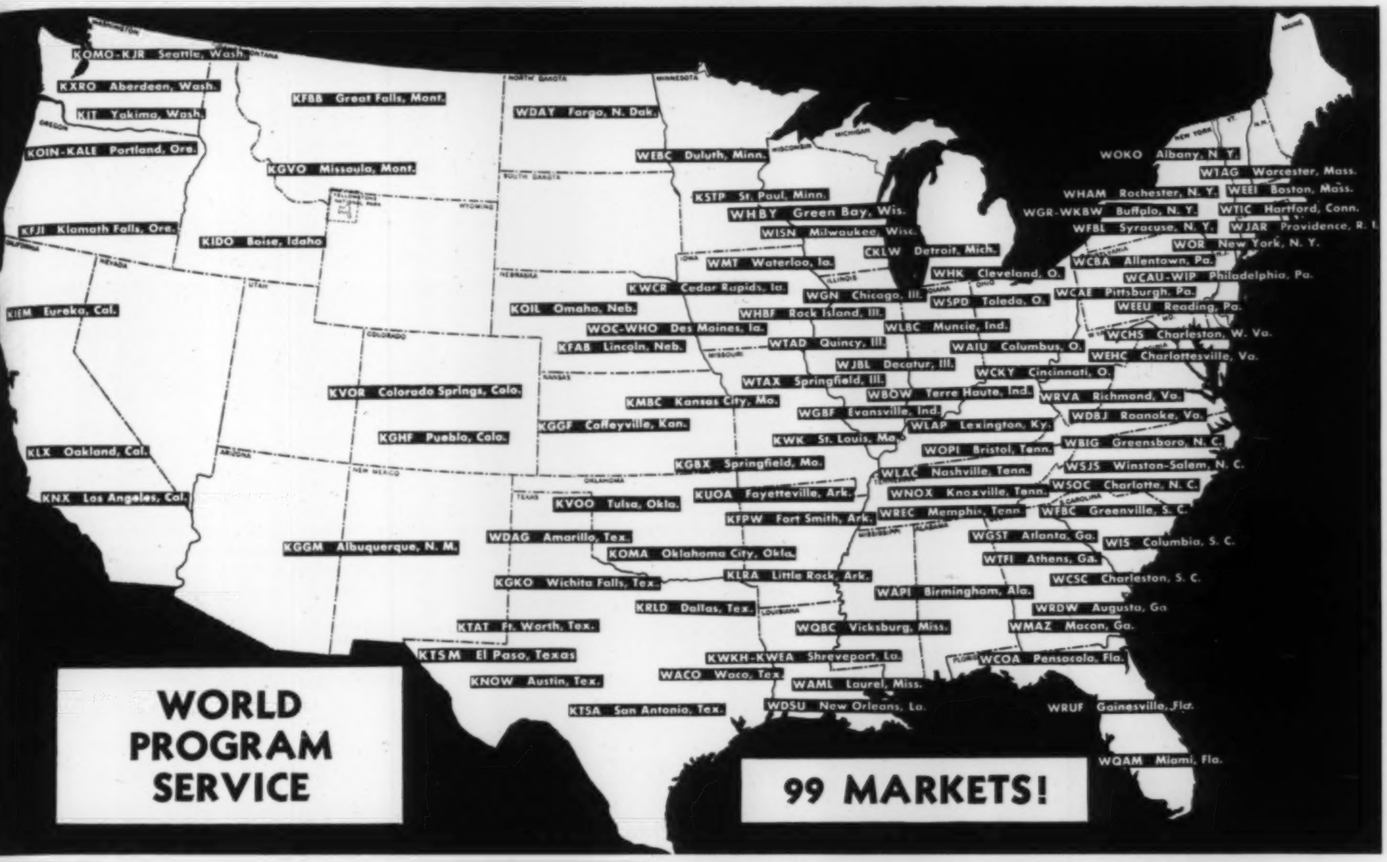
KOMO-KJR Seattle, Wash.
KXRO Aberdeen, Wash.
KIT Yakima, Wash.
KOIN-KALE Portland, Ore.
KFJI Klamath Falls, Ore.
KIEM Eureka, Cal.
KLX Oakland, Cal.
KNX Los Angeles, Cal.
KFBB Great Falls, Mont.
KGVO Missoula, Mont.
KIDO Boise, Idaho
KVOR Colorado Springs, Colo.
KGHF Pueblo, Colo.
KGGM Albuquerque, N. M.
WDAY Fargo, N. Dak.
WEBC Duluth, Minn.
KSTP St. Paul, Minn.
WHBY Green Bay, Wis.
WISN Milwaukee, Wisc.
CKLW Detroit, Mich.
WMT Waterloo, Ia.
KWCR Cedar Rapids, Ia.
WGN Chicago, Ill.
KOIL Omaha, Neb.
WHBF Rock Island, Ill.
WOC-WHO Des Moines, Ia.
KFAB Lincoln, Neb.
WTAD Quincy, Ill.
WJBL Decatur, Ill.
WTAX Springfield, Ill.
KMBC Kansas City, Mo.
WBOW Terre Haute, Ind.
WGBF Evansville, Ind.
KGGF Coffeyville, Kan.
KWK St. Louis, Mo.
KGBX Springfield, Mo.
KUOA Fayetteville, Ark.
KVOO Tulsa, Okla.
KFPW Fort Smith, Ark.
WDAG Amarillo, Tex.
KOMA Oklahoma City, Okla.
KLRA Little Rock, Ark.
KGKO Wichita Falls, Tex.
KRLD Dallas, Tex.
KTAT Ft. Worth, Tex.
KTSM El Paso, Texas
KWKH-KWEA Shreveport, La.
KNOW Austin, Tex.
WACO Waco, Tex.
WAML Laurel, Miss.
KTSA San Antonio, Tex.
WDSU New Orleans, La.
WQBC Vicksburg, Miss.
WAPI Birmingham, Ala.
WOKO Albany, N. Y.
W1AG Worcester, Mass.
WHAM Rochester, N. Y.
WEEI Boston, Mass.
WGR-WKBW Buffalo, N. Y.
WTIC Hartford, Conn.
WFBL Syracuse, N. Y.
WJAR Providence, R. I.
WOR New York, N. Y.
WCBA Allentown, Pa.
WHK Cleveland, O.
WCAU-WIP Philadelphia, Pa.
WCAE Pittsburgh, Pa.
WSPD Toledo, O.
WEEU Reading, Pa.
WLBC Muncie, Ind.
WCHS Charleston, W. Va.
WAIU Columbus, O.
WEHC Charlottesville, Va.
WCKY Cincinnati, O.
WRVA Richmond, Va.
WDBJ Roanoke, Va.
WLAP Lexington, Ky.
WOPI Bristol, Tenn.
WBIG Greensboro, N. C.
WLAC Nashville, Tenn.
WSJS Winston-Salem, N. C.
WNOX Knoxville, Tenn.
WSOC Charlotte, N. C.
WREC Memphis, Tenn.
WFBC Greenville, S. C.
WGST Atlanta, Ga.
WIS Columbia, S. C.
WTFI Athens, Ga.
WCSC Charleston, S. C.
WRDW Augusta, Ga
WMAZ Macon, Ga.
WCOA Pensacola, Fla.
WRUF Gainesville, Fla.
WQAM Miami, Fla.
WORLD PROGRAM SERVICE
99 MARKETS!

THE MOST FLEXIBLE ADVERTISING MEDIUM IN THE WORLD

We took a long look at radio. For years we worked step by step to make radio more flexible and to remove obstacles which have prevented many advertisers from using it. The World Program Service is the result. There's nothing else like it offered to advertisers.

All advertisers want bigger circulation with no bigger budget. When radio takes a big slice out of the budget for talent and programs, it means less time on the air unless the budget is increased. But when the program is a slight cost—almost nominal—it means more time on the air with the same budget. This is a unique advantage of the World Program Service. Nevertheless the programs are top notch—there's nothing better on the air!

Many advertisers want local color in their commercial message. Here's the opportunity to vary the commercial tie-up in each market if that is desirable. The names of local dealers, special announcements, little adaptations to accord with local tastes and conditions lend a varied and forceful appeal to your advertising. This is an advantage sought by many advertisers when they turn to newspapers. It is unique in radio. And there is no extra cost for varying the commercial message, no matter how many stations may be used.

Moreover, most advertisers want to test. This new method is ideal for testing. You can pick one or more markets without the handicap of a large expenditure for creating a program.

This clearly brings a new facility to radio advertising—one that is thoroughly adaptable to merchandising and selling. An audition will gladly be arranged at any member station or one of our World offices.

WORLD BROADCASTING SYSTEM, INC.

50 WEST 57TH STREET, NEW YORK, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Ill.

555 South Flower Street, Los Angeles, Cal.

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